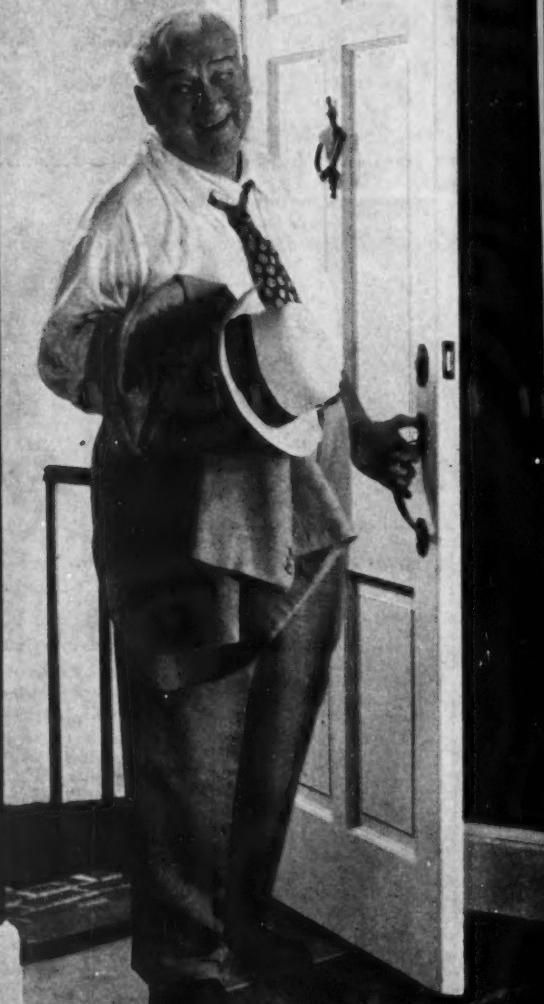


ELECTRICAL MERCHANDISING



JUNE • 1952

McGRAW-HILL PUBLISHING CO., Inc.
PRICE FIFTY CENTS



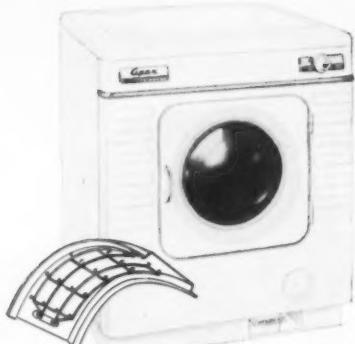
The Door to Comfort

"All the comforts of home" becomes an out-moded expression unless it includes room air conditioning — the industry's newest summer sales sensation



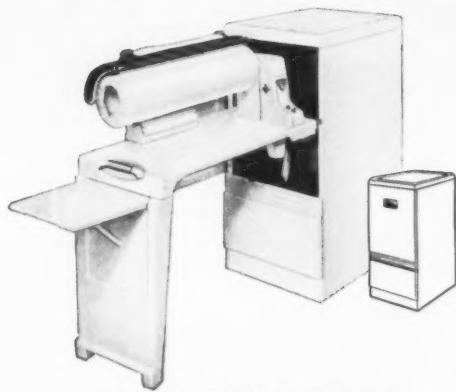
**NEW
WASH-A-MATIC AUTOMATIC CLOTHES WASHER**

The only washer with the Pulsating Spiral-Tub Agitator . . . Gives the world's most gentle, most thorough and most economical washings.



APEX AUTOMATIC CLOTHES DRYER

Both gas and electric. Electric model has new "Sun Glow" element—extra large. **Fastest drying rate—most economical operation!**



APEX FOLD-A-MATIC CLOTHES IRONER

Most convenient ironer ever built. Folds into compact, table-top cabinet. Exclusive Apex "Floating Roll" gives more uniform, easier ironing.

APEX

the Complete Appliance Line

TO ALL APEX DEALERS

Consumer buying trends point to greatly accelerated purchases of clothes dryers, ironers, dishwashers and automatic washers and continuing volume sales in home cleaners. The complete Apex line with its 3 new sales-makers gives you the products to cash in now on this trend. Advertise—display and promote the full line for greater profits.

Vice President

Featuring 3 Great New Products with Important Exclusive Features that Build Volume Sales for You

Here's the line that out-values all others—and the one that sells easier because each product has superior features that make it a better buy. This year feature the 3 great new products which will mean volume sales for you—

1. APEX WASH-A-MATIC AUTOMATIC WASHER — 2. APEX DISH-A-MATIC ROLL-A-WAY — 3. APEX CANISTER HOME CLEANER

On every point—performance, easy operation and economy—these new products out-shine all others. Now is the time to concentrate on Apex—the appliance line that gives you more in every way. All Apex products are feature-packed to bring customers to you. Sell Apex across the board for greater profits.

**The Line to See at the Summer Market
Visit Room 1472, Merchandise Mart**



**APEX
TANK TYPE HOME CLEANER**

Disposable Paper Dust Bag ends dust bag emptying. Super-powered. Equipped with the finest set of cleaning tools obtainable.

NEW APEX CANISTER HOME CLEANER

By actual test—the world's most powerful cleaner. No dust bag to empty. Quiet! Equipped with finest cleaning tools.



**APEX WASTE-A-MATIC
FOOD WASTE DISPOSER**

Disposes of all food wastes electrically, hygienically. Odorless, self-cleaning, clog proof. Pulverizes everything. Fits any standard drain.



APEX DISH-A-MATIC AUTOMATIC DISHWASHERS

Built-in tank maintains constant supply of 180° water for hygienic washing, rinsing and quick, spotless drying. Self-cleaning tub.



**NEW APEX DISH-A-MATIC
ROLL-A-WAY
DISHWASHER**

Fully automatic. Needs no installation, no kitchen alterations. Has built-in heater storage tank that super-heats water to 190°. Does dishes for 6.



Apex HOUR-SAVING APPLIANCES
THE APEX ELECTRICAL MANUFACTURING COMPANY
CLEVELAND 10, OHIO

Electrical Merchandising

Vol. 84

No. 6



The Cover . . .

Kodachrome by Dave Rosenfeld

ELECTRICAL MERCHANDISING

June, 1952

Vol. 84, No. 6

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INTERNATIONAL COVERAGE BY

Westinghouse DEALERS HIT THE GREATEST POLITICAL

REPUBLICAN NATIONAL CONVENTION

Televised & Broadcast
over radio by
Westinghouse
and its Dealers
July 6...July 7-11



DEMOCRATIC NATIONAL CONVENTION

Televised & Broadcast
over radio by
Westinghouse
and its Dealers
July 20...July 21-25



JACKPOT OF PUBLIC INTEREST WITH THE SHOW IN HISTORY!

GET ON THE BAND WAGON

CASH IN ON THE NATION-WIDE EXCITEMENT
WESTINGHOUSE IS CAPTURING FOR YOU

• Yes, this is the big one. And as usual, Westinghouse and its retailers are again out in front... this time with complete TV and radio coverage over C.B.S. . . . of the two great national political conventions.

Throughout the thrill-packed hours of each convention, millions and millions of citizens will be sold over and over again on the name Westinghouse. Better still, they'll be seeing our famous products dramatically demonstrated by Betty Furness—America's most popular saleswoman.

To funnel the force of these powerful dem-

onstrations right into your store, an exciting local promotion program is ready and waiting. Included is everything you need to keep your store in the spotlight all through the summer and fall.

For don't forget... Westinghouse coverage of the political conventions follows up the conventions with a "Pick the Winner" campaign of hot debates on TV and radio. A rousing election night party on November 4th winds it up with a bang.

Get on the Band Wagon and play a star role in the greatest political show in history!

WESTINGHOUSE ELECTRIC CORPORATION



YOU CAN BE SURE... It's
Westinghouse

Harrison OFFERS YOU CABINETS IN SIX DIFFERENT COLORS!



**Beauty, Adaptability,
Economy Mean Better
Sales To You**

The demand is there, capitalize on it! The big trend in steel kitchens is toward the use of COLOR, and HARRISON offers cabinets in six gay colors to suit the whims of even the most discriminating customer. In white or color, you'll find HARRISON kitchens sell better because HARRISON kitchens are better, and your profits go up, UP, UP!

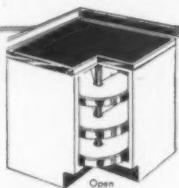
HARRISON SELLS ON SIGHT

Let This Display Unit Do Your Selling For You!

Perfect for attracting attention . . . perfect for demonstrating Harrison Steel Kitchen features such as the spring-hinge doors, roller bearing drawers, "knee-zone" recessed sink fronts, insulated quiet-closing doors and all the other features that make HARRISON the outstanding value in steel kitchens. Remember, your displays are the most-effective sales tools you have, and since kitchen sales give you more profit per sale than any other item on your floor, it is important that you display them to their best advantage. With this display, your customer can see for herself the superior quality of a finished HARRISON kitchen exactly as it would appear in her own home!

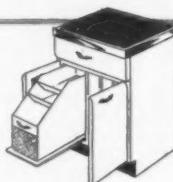


Show Them the Features—Features Sell Kitchens!



LAZY CORNER
Shelves rotate for
easy access

Here are just two of the many special purpose cabinets featured in HARRISON kitchens.



VEGETABLE BIN
Grilled door for air
circulation

This free-standing display unit comes complete in every detail. Can be assembled in less than two hours. Other sales aids available.



Harrison STEEL CABINET COMPANY
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

The East



By ROBERT W. ARMSTRONG

Black picture, blue dealers, brighter outlook . . . A new bread-and-butter leader? . . . The end of Regulation W

BUSINESS is not good. Sales are not brisk. Retailers and distributors are not happy.

That about sums up the eastern picture as of the first week in May.

A Philadelphia wholesaler, typical of many, compares April with March like this: Refrigerators, off 13 percent; washers, off 12.5 (off 60 percent by comparison with 1951); ranges, up 55 percent, but off 28 percent from 1951; freezers, even, off 50 percent from 1951. Three other distributors, reporting on washer sales, put them at 46.6 percent, 54.7 percent, and 47.3 percent of March sales, respectively.

A New York firm claims that "the whole region is off 50 percent." Another outfit in the same area, while finding a non-typical improvement in white goods of 28 percent, admits to a 15 percent decline in TV and a 30 percent drop in radio.

The Same Song. Dealers' songs are similar. A Washington department store says, "Sales are way down, probably 50 percent below 1951. There are days when we don't sell even one refrigerator. TV is poor."

A retailer claims, "Business just stinks," and a dealer from upstate New York says, "Business is pretty dead and nothing seems to click very well."

No Funeral March. Despite the sad music played in April, many retailers are whistling optimistically about the next few months. From Boston,

for example, a dealer reports that "within any two weeks the entire picture may change for the better. . . . The public may swing toward more active buying if something like bedrock prices are reached." Several New Jersey retailers found hope in a slight upswing in the last two weeks of April. A Washington dealer noticed new life in air conditioners, freezers and refrigerators in the same period.

But you still hear the same complaints of back-door selling, price-cutting, low margins, over-stocks, sales lethargy. Deals are still plentiful and the market is full of both advertised and unadvertised price reductions at the manufacturer's level. One TV maker, for example, recently announced to its dealers the third cut in as many months. A distributor, complaining that dealers won't even follow-up bona fide leads for food-plan freezer sales, says that an out-of-the-field specialist is selling more freezers with an outside crew of 35 than all of his dealers put together. Another wholesaler is bitter about the transshippers who buy his line outside his area and peddle it to his dealers at little above his cost.

Survival with Specials. As some dealers are proving, there are ways to stay alive and make a buck. One, for example, did \$5,000 more gross in April than in the same month of 1951. He didn't make any more profit—just about held even. He did it, he explains, by concentrating on specials. He takes advantage of the inventory predicament further up the distribution chain to buy air conditioners for \$206, \$78 less than his usual cost, and to sell them for \$279, \$100 less than the recommended list. He gets name-brand TV for \$185, sells it for about \$279, instead of the suggested \$370. As an off-the-cuff figure, he estimates that 60 percent of his April refrigerator sales and 75 percent of his television sales consisted of such specials. His operating rule is simple: never sell a major item for less than a \$50 profit. Down to that point he and his staff cut price as necessary. Beyond it, they won't go. "Let 'em walk out," he says.

A Change in Bread. Recent shutdowns of refrigeration plants and the high inventories at the producer's level are indications that the 6,000,000-unit years are over—at least for the time being—and that refrigerators are fading out as the dealer's chief bread-and-butter item just as did wringer washers and radios in their day. It's easy—but

wrong—to jump to the conclusion that without big refrigerator volumes and without any satisfactory profits on TV to take up the slack, dealers are going to suffer.

In some areas there is a new bread-and-butter leader already, the automatic washer. In New York, for example, automatics have been outselling refrigerators dollarwise for several distributors ever since last summer. It's easy to see why the change in emphasis: refrigerators are 87 percent saturated, non-wringer washers only about 15 percent.

Food for the Freezer. Food plans don't seem to be catching on as fast in the East as early excitement indicated they would. One big New York City distributor made an intensive study, turned them down flat. Not only would it be difficult to sell such plans (and adequately sized freezers) in a city of apartment dwellers, but also he is frankly afraid of them. "There is no way of controlling the advertising and the food supplier," he declares, "no way of guaranteeing quality. And anything we can't control we don't want to handle." A Washington, D.C., retailer who started a food plan recently sold three units in the first two days, but none since. Out on Long Island, however, several plans are flourishing.

Like 1949, not 1929. The possibilities of a recession, even a depression, have been under considerable recent discussion by both individuals and the business press. Most appliance men apparently don't expect one, but neither are they looking for a boom. Some expect further decline in July, others expect a pick-up. (See Economic Currents on page 19 for a good picture of the outlook for consumer spending.)

"This market," says one wholesaler, "is very similar to that of the spring of 1949. . . . The future appears filled with uncertainty, but we are mildly optimistic for improvement." Another informant also compares business to 1949—but with one important difference: overhead and the cost of doing business is considerably greater.

End of W. Plenty of dealers have been pinning their hopes for a business revival on the end of Regulation W and now that it is here some of them have not wasted any time taking advantage of it. Two Washington stores, for example, hit the newspapers on May 8, the day the story broke, with ads offering nothing down and 24

and 36 months to pay. Whether the end of the regulation will produce enough business to pull business out of the doldrums is doubtful, but dealers are, in the main, confident that something will cause a revival.

Perhaps, as one puts it, "We've got to be optimistic or we've lost everything. It's that kind of a business."

The Midwest



By TOM F. BLACKBURN

Sales turn upward . . . Freight rates pinch distributors . . . Sewing machines on the make

BRIGHTEST ray of sunshine in this market letter is the observation of the Wisconsin Power & Light Company that business for April seems to be up to the normal of last year. January sales for the territory were 37½ percent off, February 44 percent, March 24 ½, but, lo, an upturn took place in April.

Roundup of the middle west revealed that dehumidifiers, dryers and television alone were ahead of last year for February in Kansas Gas & Electric territory. Dick Coe's masterly report on St. Louis showed that food freezers and dryers were up 12 and 22 percent for February there. Everything else was down. Moreover, the survey by eight midwest farm papers—from Illinois to North Dakota—seems to indicate a 20 percent decrease in appliance business for 1952. Only 5½ percent of the farmers expect to wire for electricity in 1952, 3 percent fewer anticipate putting in water systems. More farmers will buy automatic washers, and more—4.5 percent—dryers. About 1 percent expect to purchase

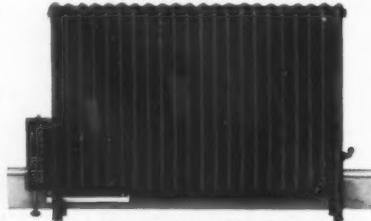
TAKE ON THIS PROFIT MAKER
*It's Zooming to NEW SALES HIGHS
 Everywhere* **1951 Sales Up 28%**
 AND STILL CLIMBING

**HERE ARE 7 SALES PACKED
 REASONS WHY A DEALERSHIP
 FOR THIS HOT ITEM IS A
 SOLID MONEY MAKING DEAL!**

- 1 It's an electrically operated steam radiator that delivers completely safe and dependable heat.
- 2 It's made and backed by a nationally known heating appliance firm with a 78 year reputation for unquestioned quality.
- 3 It's built of cast iron for lifetime service.
- 4 It's equipped with the finest heating element and thermostatic controls available.
- 5 It's priced to give the dealer a good profit and the consumer a good value.
- 6 It stays sold and creates demand for additional units.
- 7 It costs little to operate.



Burnham Portable electrically heated Steam Radiator — for bathrooms, nurseries, rumpus rooms, sun porches, garages—in fact perfect wherever, whenever heat is needed.



Burnham Stationary Model electrically heated Steam Radiator — each a self-contained, automatic heating unit. Ideal especially for homes supplied with low cost electric power.

Consumer demand is increasing wherever these radiators are sold. Customers know real value when they see it—and these quality radiators are built for lifelong durability, efficiency, and economy of operation. It's a big profit maker! Nationally advertised for years in leading home magazines. Send Coupon Now!

Available for Immediate Delivery

**BURNHAM Portable
 STEAM RADIATOR
 ELECTRICALLY HEATED**

Burnham Corporation
 ELECTRIC RADIATOR DIVISION
 ZANESVILLE, OHIO

UL UL APPROVED

BURNHAM CORPORATION
 Electric Radiator Division
 Zanesville, Ohio
 Dept. EM-62

Please send me literature and sales manual telling all about Burnham Portable and Stationary electrically heated Steam Radiators.
 Name _____
 Address _____
 City _____
 State _____

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 5

food waste disposers. Those buying LP gas installations—1.3 percent—are the same as last year.

Manufacturers on a Pink Cloud. In the appliance business it appears that manufacturers are more likely to be found floating around on pink clouds today than dealers and distributors.

A big brass hat in the television field told this reporter that it was foolish for TV makers to widen margins, as dealers would just give it away. He also claimed that short margins prevented the mail order chains from jumping into television in a big way.

Replies to this, a dealer co-operation man with a utility said that his experience was that price cutting came from too many dealers, particularly those carrying the same brand. That it also happens when too many drug stores or groceries get in the same block. That the present discount era is just a wave of shaking out excess retailers, and that manufacturers can help stabilizing by reducing the number of franchised dealers.

Changes in the Wind. Softly, as when a snowflake lights on a fur cap, there ended a phase of appliance merchandising this spring. The day has gone when a manufacturer can ship an unorderly car of appliances to a distributor and have him accept it or else.

The trouble is, says one distributor, that the industry is not realistic in its pricing. The top boys do not seem to know that the working man has less money to spend than in 1938, due to so many deductions from his pay. The backlog of demand is ended, and again we enter the 1930 type of struggle to get business.

Anyone who will take the trouble to check with dealers and discover what is moving can find a basis for realistic pricing. It may be a special, a feature, or low down payments.

A second liability at the present moment is poor retail advertising, says this distributor. Newspaper publicity is largely taking the place of doorbell ringing, yet little factory written copy is any good for the retailer.

Good advertisements today have limiting factors that bring in customers immediately, such as "Thursday and Friday only." Eye-catchers that get results are the words "save," "free," and the weekly payment in dollars. Not since the end of the war has the American public been so price conscious, declares this expert, who firmly believes that lower prices will open up a wider base of purchasing power and create a great many more prospects. The experience of the automobile people, who found that each \$25 raise in price cut off thousands of prospects, can be a guide to the appliance industry, he states.

Freight Costs Hurt. The sneak upwards in freight costs may spell the

knell for big distributorships. From \$2.50 to \$3 a washer, the cost of delivery has zoomed to \$6 for one particular organization. It is beginning to feel that it can no longer function efficiently beyond 100 to 150 miles. Distributors can move appliances by truck, but this involves unions, and in the long run may be more expensive.

Sewing Machines on the Make. Dallas Power & Light Company, which keeps a record on advertising lineage, reports that advertising behind sewing machines is way up in Dallas. Sewing machines saw 10,750 agate lines of space in one month, against 18,910 for refrigerators, 46,740 for television, and 11,020 for washers. They rated among the big four in Dallas.

Any manufacturer is likely to bring out a bad model now and then. What makes it news is the change that is coming in the way they are liquidated.

Time was when "dogs" were pushed off on a distributor at no reduction in price, and he was expected to shove them on to his dealers. Trend now is for the manufacturer to get rid of a bad model by substantial reduction, which is passed along the line.

A further stiffening among distributors is reported in the way they are demanding protection against price drops. One midwest wholesaler had a \$50,000 stock on one item and was urged to take on \$50,000 more. Unfortunately, he was not in a position to do so, and congratulated himself later when the price of the entire line was cut without warning the trade.

The Great Lakes



By FRANK A. MUTH

Contests and cooking schools pull traffic, but even price cuts make no sales . . . Dryer supply improves . . . TV funeral

Appliance men are sitting up nights now trying to see if they can meet the next day with an answer for the problems that seem to present themselves each day. April ushered one

BRAND NEW FOR '52

LAU



Two Powerful Beautiful, Versatile Combination Fans

- for Casement Windows...
- for Sash-Type Windows...
- Reversible and Portable

The Matched Line
of Color-Harmony
Window Fans



two sizes... Models 1252 and 1652
nothing else like them on the market!

Here's How They Operate:



In this position
LAU Fans pull
in cool outside
air and bring re-
freshing breezes
to any room.



In this position
LAU Fans Ex-
haust hot stale
air from one or
more rooms.



TWO Fans of
either size may
be clipped to-
gether (clips in-
cluded with fans)
and hung easily
in casement win-
dow... in ex-
haust or intake
position.



Adjustable metal spacer panels
are available with both
models (at added cost.)
Makes them adaptable for
sash-type windows.

All LAU Window Fans are color-matched and harmonize in both design and color. All LAU Fans comply with Commercial Standards CS 178-51. All carry UL approval. Windows may be opened and closed freely without removing fans, and don't overlook the Larger Window Fan, with metal side expanders.

Model 2052

The finest performing, most powerful and entirely satisfactory light weight window fan on the market. See it! Stock it!



Priced for Profit, and Steady Sales!

These superb new Combination Window Fans have met with instant enthusiasm wherever they have been shown! Beautiful to look at... engineered to highest specifications... handsomely finished in 2-tone baked green enamel (all LAU Window Fans give you complete color-harmony and identity in styling). They have finger-proof guards front and rear! Built for quiet, trouble-free performance and long life (that means satisfied customers and repeat sales!).

Model 1252 has 12" blades, is 16" square, weighs 14 lbs. and fits all casement windows. Model 1652 has 16" blades, is 18" square, weighs 19 lbs. and fits casement windows 18" or wider. Support bars and clips are included together with simple, easy installation instructions. Get behind the LAU line... you'll profit more!

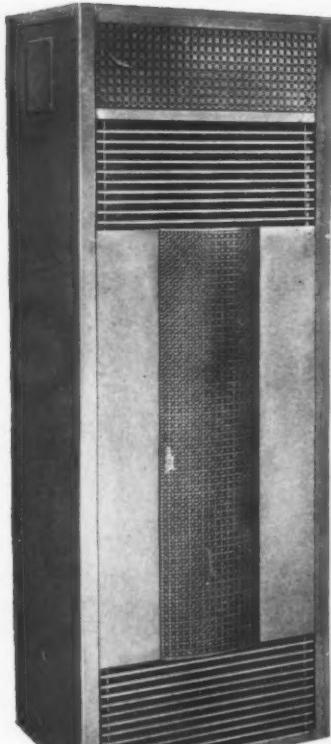
THE LAU BLOWER COMPANY

2005 Home Ave., Dayton 7, Ohio

See Your Jobber today! See the complete LAU advertising literature and handsome new displays... now available for You!

H.C. Little

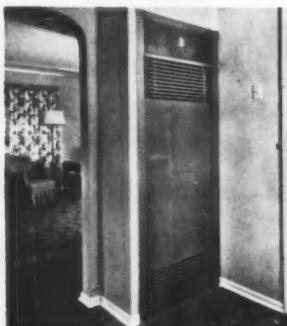
oil wall furnaces are sales winners!



Model shown, No. 85 H. C. LITTLE OIL WALL FURNACE, has hourly output rating of 65,000 B.T.U. Model No. 60, not shown, is rated at 40,000 B.T.U. hourly output.



COMPACT DESIGN—
COMPLETE FACTORY ASSEMBLY—
Including all controls
EASY INSTALLATION—
NO HEAT DUCTS NEEDED—
SILENT BURNER—No moving parts
100% AUTOMATIC OPERATION—All
electric ignition and control
system—No pilot light



HALL VIEW shows how unit fits compactly in small space, needs no heat pipes, heats bedrooms and bath for whole-house comfort.

LIVING ROOM VIEW shows attractive, out-of-the-way installation, opportunity for convenient furniture placement and wall-to-wall carpeting. Large radiant panel on living room side provides instant, body-warming heat rays, while a gentle circulation of warmth is assured by warm-air-discharge, return-air-intake grilles on BOTH sides of unit.

MAIL COUPON FOR COMPLETE INFORMATION TODAY

H. C. LITTLE BURNER COMPANY, INC.
SAN RAFAEL, CALIFORNIA
Gentlemen:
Please send us complete information about your OIL WALL FURNACES.

Name _____

H. C. LITTLE DISTRIBUTORS

Aurora, Ill. Portland, Ore.
Baltimore, Md. Prescott, Ariz.
Belmont, Mass. Reno, Nev.
Boise, Idaho. St. Louis, Mo.
Columbus, Ga. St. Petersburg, Fla.
Detroit Lakes, Minn. Salt Lake City, Utah
East Orange, N.J. Seattle, Wash.
Fayetteville, N.C. Toledo, Ohio

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

in that hasn't been settled at this writing.

Strike threats seem to be controlling sales in both Cleveland and Pittsburgh. In Pittsburgh, one distributor is receiving rough treatment from both coal miners (Western Pennsylvania) and steel strikers. The first quarter was definitely a slump.

Picture Could Be Good. The strike (when and if it comes) might last two weeks, a sales promotion manager says, and if it does . . . it will take more than a month to straighten it out. If it should be settled fast, there may be no serious results. There was a slight pickup the latter part of March, but in April it dipped again.

Advertising has done nothing in either Pittsburgh or Cleveland. Personal contact is the only way to close sales, but even many of the outside salesmen are getting frequent NO's and are becoming discouraged. Trade-ins don't mean a thing in Pittsburgh . . . most people can't get enough allowance for TV.

Contest Pulls. Contests and cooking schools are getting people into stores, one executive told this reporter. If the dealer can interest them in a product, he can make sales. Top selling items in Pittsburgh are wringer washers, TV (but down considerably), dryers, and water heaters.

One evening a dealer in upper Pennsylvania tried holding the coin-in-a-fishbowl trick. He told those present that any amount they pulled out of the bowl (usually \$8 to \$10) would be doubled and applied toward the down payment on an appliance. It usually amounts to the salesman's commission. Four immediate sales were made. Television parties in the same area for only 30 people sold two TV sets, one refrigerator and a breakfast table and chairs.

The strike is not only keeping sales down, but is holding up food-freezer plans in the steel city. End of the strike may bring a big boom in sales. One of Liberty Avenue's leading distributors said that many dealers are holding big back orders and workers are waiting until they are sure they will have steady employment. Right now many dealers are being called up and told to come and get their sets, since payments are not forthcoming.

At a dealer meeting in Huntington, West Virginia, one out-of-state dealer told of his experience with giving a free trip for his salesmen on a special promotion in March. He set a quota for ranges and gave seven free trips to the top salesmen. During the week they were away sales dropped in all three stores. "I guess I outsmarted myself," he told them. "I will never again hold a promotion, and let all my top salesmen leave me at once. It doesn't pay!"

Price No Answer. Both Detroit and Cleveland report that many of the

major accounts are trying to advertise price too much. One dealer at Grand Ledge, Michigan, has increased sales greatly over 1951. But in the large towns, both independent dealers and department stores are reporting little success.

Dealers in the Detroit area are loaded with television (mostly 17 inch). Dealers are beginning to limit lines, and the small dealer wants two lines, while the larger outlets are striving to control from two to three. Many of the Michigan stores now have from two to six.

Sales meetings in several distributorships have been peped up by checking on how many features of their product the salesmen actually know of. Early in May one manufacturer planned to make 80 phone calls all over the country to various dealers. He expects them to give at least five features on refrigerators and four on ranges. He gets points for every feature he can mention, and additional points for his elaboration on them.

Dealers Getting Results. One executive of a Michigan manufacturer told this writer late in April that many dealers are still getting good results . . . but they are following an organized activity. The business is not all on seasonal items, he insists.

The Lake Erie dealers west of Cleveland are affected by the threat of strikes in both the steel and oil industry. Sales are off over 25 percent (compared to over 65 percent in Pittsburgh). But east of Cleveland, the dealers are doing much better. In Ashtabula, Ohio, an increase of between 15 and 20 percent has been noticed in several stores.

Cleveland's smaller dealers are doing a good business on week ends. But the other four days are virtually dead. "Most dealers are still insisting on price advertising," one distributor said. "It won't do it. In fact, we have used up our co-op advertising budget and can't even get shoppers. Several large department store accounts have run full page ads with no response at all."

Price Cutters Active. Many of the cut price artists in Cleveland have been making a few sales. They are even forcing a few firms to go out of business. One long standing department store is now considering going out of the appliance business permanently.

Below the third floor of several downtown stores traffic is pretty good. But all hard goods are on the upper floors. "Business is so dead," one distributor observed, "that you could roll a bowling ball down the aisles of the stores and wouldn't hit anyone."

The merchandise manager of one store was so upset over the current situation that he couldn't unearth any answer other than: "I've tried everything that has ever been tried in this appliance business, and I can't find a single thing that will work. Nothing

WANTED

GET YOUR FREE

OFFICIAL PROGRAM
and Political Atlas
1952

Republican and Democratic
NATIONAL CONVENTIONS

at your Nearest

hallicrafters

RADIO AND TELEVISION DEALER!
NO COST OR OBLIGATION!

Handsome, four-color program includes Ballot Tally Forms; master "Political Maps"; election statistics; men's political history; and statesmen.



**WIN! TRIP TO PRESIDENT'S
INAUGURAL IN WASHINGTON
PLUS \$5,000.00 IN WONDERFUL PRIZES...
FORD SEDAN**

ADS LIKE THIS!

Will run in newspapers from coast to coast — yes, right in your own territory.

~~you get FREE at your~~

Above

Above newspaper ad
is in reduced size.

to
Give Out

OFFICIAL
DEMOCRATIC and REPUBLICAN
CONVENTION
PROGRAMS

TERRIFIC TRAFFIC BUILDER



Something Different! Unusual!

The HALLICRAFTERS Co., Dept. B

4401 W. 51st Ave., Chicago, IL

Please rush free advance copy of the
OFFICIAL CONVENTION PROGRAM — 1961.

Digitized by srujanika@gmail.com

14

| Town | City | State |
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Attention of:

hallicrafters

WHAT EVERY SERVICEMAN SHOULD KNOW ABOUT ELECTRIC RANGE UNITS

CHROMALOX SUPREME "2-units-in 1"

Electric RANGE UNITS

1st in PROFITS*

in PREFERENCE†



INNER HOT-SPOT saves up to 45% of the electricity used in small pans and percolators.

OUTER HEAT COIL for uniform, economical cooking in large frying pans and utensils.



* Alert Dealers Profit with Chromalox Units

BECAUSE: You fill service calls in minimum time with maximum satisfaction with Chromalox Units for replacements or complete range-top modernizations. Chromalox Adaptor Rings insure perfect fit in any range opening regardless of age, make or model.



Smart Homemakers Prefer Chromalox Units

BECAUSE: Chromalox "2-Units-in-1" design give the Right Heat for every cooking need; the Right Area for every utensil! Too, Chromalox Units give economical cooking, cooler cooking, easier cleaning—last longer!

FOR NEW OR OLD RANGES, PROFITS COME FASTER

CHROMALOX

Supreme Range Units

EDWIN L. WIEGAND CO., 7525 THOMAS BLVD., PITTSBURGH 8, PA.

Get the Facts
Send for
"CATALOG RU-149"
for your service
and repair men
"THE SWITCH IS ON!"
for your range
salesmen

RC-87



THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 8

new or nothing old will do it. We kept getting nothing after every try."

Dryers Getting Better. In Pittsburgh the supply of dryers is the best it has been in over four months. It still is the leading item in most dealer and utility operations. Cleveland has improved its supply, and is beginning to back up. "We don't care," this writer was told. "It's good, and we need supply."

Ben & Harry's Record Mart, downtown Cleveland, held a white elephant trade-in sale about six weeks ago. They got good results; and sold over 15 major units. The last week in April, they tried it again. Result: no sales. One direct inquiry. One person wanted to trade a dog in. "The quarter page ad was noticed; we had a few people call on the phone, but they refused to come on. Our business is at a standstill."

TV Funeral. One Cleveland distributor is planning a big funeral for television. "It's so dead now," he says with a tear in his eye, "I see no other way of handling the problem. Co-op advertising is used up, and we haven't done a thing with it."

Derby Town. Sales in Louisville, Kentucky, are far ahead of 1951. Several promotions (mostly factory originated) produce good sales results. Among them are sales training campaigns, cooking schools, and rural family nights. Credit restrictions, high trade-in advertising, premium packages included with merchandise, and cutting of the dealer's discount are, in the opinion of many dealers, cheapening the value of their product.

The South



By AMASA B. WINDHAM

Thaw jumps TV sales . . . Appliance volume picks up, but freezers slow down . . . Distributors pull a switch

TWO major effects were evident from the FCC lift on the tele-

vision freeze. First, it undeniably spurred buying. Dealers in almost every section of the South reported TV set sales at an all-time high.

The second effect it had, according to the dealers' reports, was that sales would have been even higher but many potential buyers were hanging back obviously waiting to see what the lift would do to present sets. The dealers worked hard to overcome this hesitation. They were taking full page ads in the newspapers assuring the public that the freeze lift would have little or no effect on making present sets obsolete. But buyers of new sets so far outnumbered hold-backs that April was the best month ever recorded in TV sales.

Competition for the TV buyer's dollar was something to see. In the April 27 issue of *The Birmingham News*, for example, almost eight percent of the total advertising was on television sets—and this included clothing, furniture, groceries, jewelry, other appliances and political advertising! Nor could you open a paper in Charlotte, Atlanta or Memphis without seeing TV sets plastered all over the pages.

The FCC's action is bound to have an effect on other phases of television selling. As one instance, in the mountain sections of West Virginia and Tennessee, where TV could not be received, some enterprising operators rigged up antennae on high mountains and piped reception in to nearby towns through the medium of private wires, charging a fee of \$2.50 to \$5 monthly for the service. This enabled dealers in those areas to sell some sets which could not otherwise have been sold. As new TV stations go up, this make-shift operation and others like it will probably go out of business.

Reverse Curve. The big news of the month was in television and no mistaking it, but the downward curve which began just before income tax time, in the sale of appliances generally, changed abruptly and was on the upgrade again. Strikes which have plagued the nation in the past 60 days appear to have had little or no effect on appliance buying, according to the dealers' reports. Except in three or four items, the year's total sales are not quite up to the mark for the past two years, but the exceptions are notable.

Dishwashers and ironers, for example, are going excellently in the smaller cities as well as in the urban centers. Dealers in Savannah, Mobile, Knoxville and Asheville report as high a sale of these items as do dealers in Atlanta, Birmingham, Memphis and Charlotte.

Throughout the Carolinas and some sections of Tennessee, the demand for wringer washers is almost unbelievable. In the city areas, automatics are not far behind. Another item which is popping up as a fine seller is the electric sewing machine. New models and types have the sewing fraternity

EXPERIENCED DEALERS ARE FINDING

ALUMINUM makes the difference in APPLIANCE SALES!



ALUMINUM FEATURES MEAN MORE PROFIT...

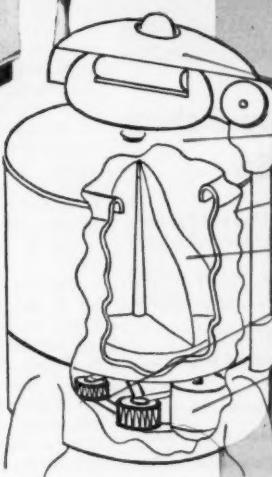
More Sales For You!

More Value For Your Customer!

SELL THE ALUMINUM FEATURES...

Aluminum Helps Make The Sale!

Not only Washing Machines, but Refrigerators... Home Freezers... Ranges... all appliances can be sold easier, faster, with more confidence by pointing out the aluminum features and pointing up your sales!



SELL HER the ALUMINUM PARTS
...and the
ALUMINUM PARTS WILL SELL HER!

You don't have to be "Modern American" to appreciate aluminum. She uses Reynolds Wrap, the original aluminum kitchen foil... appreciates aluminum in her home construction, her automobile, her utensils. Aluminum means Modern Living to today's housewife.

TAKE ADVANTAGE OF ALUMINUM ADVANTAGES
—SELL THESE ALUMINUM PARTS
IN YOUR WASHING MACHINES!

Whether it's a wringer, spin dryer or automatic machine, chances are one or more of the following aluminum features can be used to strengthen your sales story...

Aluminum wringer housings are strong, easy-to-clean and won't rust or stain wringer rolls.

Aluminum tub covers are light and easy for women to handle. Plenty strong, too, and they won't rust or stain.

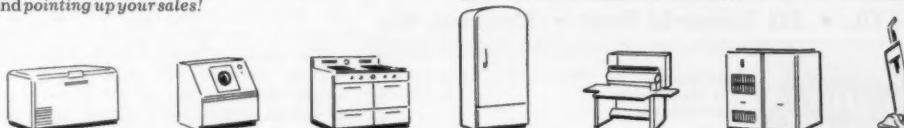
Aluminum tubs (and spinner baskets)—with or without an anodic finish—are chip-proof, stain-proof, rust-proof and easy to keep clean.

Aluminum agitators are light in weight, yet strong and won't crack or warp.

Aluminum gear cases, gears, pump parts and structural members reduce weight without sacrificing strength, and assure long, trouble-free life with minimum care and maintenance.

Aluminum rotors and housings of sealed motors and aluminum wiring are other features that help reduce washing machine cost, maintenance and weight.

NOTE: Remember, too, that lightweight, strong aluminum in automatic washing machines cuts down on vibration—an important sales point to use in your selling talk.



REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES

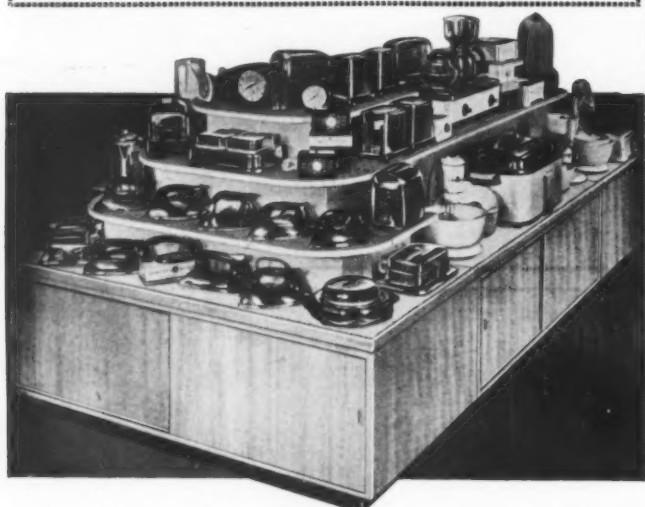
ATTENTION - APPLIANCE DEALERS!

for more SALES... more PROFITS

use Tested
and Proved

Flexo-Step

STORE
FIXTURES



Enjoy these Time-Saving . . . Money-Making **Flexo-Step ADVANTAGES**

- Unlimited Flexibility. Individual Steps Removable . . . Easy to Effectively Display Merchandise of any size or shape. (Note roaster and mixer)
- More Self-Service Sales because All Merchandise is in the "Buying Range"
- More Impulse Sales because All Merchandise is Easy-to-See . . . Easy-to-Handle
- More Selling Space . . . 50% More than Conventional Equipment
- Rounded Step Corners Encourage Customers to Circulate around Display . . . Exposing More Merchandise for More Sales
- Sliding Doors in Base Permit Easy Access to Storage Space
- Expertly built of Strong Veneers by Fixture Craftsmen, Beautifully Finished
- Shipped Completely Assembled . . . Ready to Make Immediate Sales for You

ADD SALES CO. • 714 Commercial Street • Manitowoc, Wis.

| | | |
|--|--|------------|
| FOR MORE SALES MORE PROFITS USE THIS COUPON | | Date _____ |
| Add Sales Co. 714 Commercial St. Manitowoc, Wis. | | |
| Please send me without cost or obligation your descriptive, illustrated circular on Flexo-Step Store Fixtures with Price List. | | |
| Name _____ | | |
| Street _____ | | |
| City _____ | | |

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 10

goggle-eyed and reaching for its purse.

Observers in Florida declare that air-conditioning sales this year are destined to break even the amazing record of 1951 when volume soared more than 200 percent over any previous year. Louisiana dealers, particularly those along the Gulf Coast, also foresee a big year in air-conditioning. One dealer in Lake Charles declares he has already sold more room units through April than he did during all of last year.

Hot weather foreshadows a rise in all kinds of ventilation sales, as well as in such items as dehumidifiers. Several new models of the latter item are now on the market and dealers are expected to push them heavily in the humid areas, of which the South has plenty.

Home Freezers Lag. Home freezers have shown a considerable lag so far, but business is expected to pick up as the summer sun begins to bear down. While reporting slow sales in home freezers to date, dealers in both Miami and Jacksonville believe this item is due for an early rise. New Orleans retailers also are looking forward to better business in freezers on the heels of the annual campaign staged by New Orleans Public Service, Inc.

Leadership in sales is again being sparked by the department stores and mail order houses, but not merely because of the size and volume of traffic in such places. Sears-Roebuck, for instance, in many southern stores, really went out for business in April, offering hams, supplies of soap and other purchase bonuses, rather than featuring prices. Many of the South's big department stores also staged noteworthy promotions, ranging from offers to absorb installation costs to extra service guarantees. The most popular come-on in refrigerators continued to be the \$50-\$100 trade-in offer.

The sale of radio seemed to suffer a bit in the wake of the TV splurge. Small table sets were moving fairly well but dealers found it more difficult to dispose of console models. Florida dealers have roused a pretty good demand for clock radios by consistent advertising, but in most sections this item is still regarded as a novelty. Record players and tape recorders are reported moving on a fairly steady keel, the latter item being in rather short supply in some areas.

The season of promotions is back with us. Memphis put on its annual "home show" to one of the largest gatherings ever and Houston and Dallas also staged such expositions. Nashville promised residents of that city the best "live electrically" show yet staged, and Birmingham, New Orleans and Miami had similar plans in the working stage. These spring shows have proved to be the best business getters, next to county fairs in the fall, in which the dealers participate.

Distribution Looks Up. It is interesting to note the change in distribution methods in the South during the past three years. Up until 1948, few southern distributors were giving all-out aid to their dealers. The retailer got a pat on the back, a trip to Bermuda for making his quota, and some advice when he needed it; but he was pretty much left to his own devices as far as creating sales were concerned. Today, he gets everything from the free services of expert home economists to the free use of the distributor's portable antennae to sell TV sets. It seems that the wholesaler and manufacturer are finally realizing that the dealer is the boy who carries the ball, and nowadays, they spend hours thinking up innovations and ideas to help him sell. This, of course, is as it should be and is paying off in better sales and better profits.

The Far West



By CLOTILDE G. TAYLOR

Food plans sell 6,000 freezers monthly in L. A. . . plans still spread . . . TV sales anticipate new stations

AFTER a January and February which were "better than December", March sales slumped in most sections of the far West and April business, for the most part, was "only fair". Dealer reports from Utah and western Colorado for the first quarter, however, are above '51 levels. Dept. of Commerce figures for the Pacific Southwest show that appliance selling lagged during the first quarter, at the same time that employment was climbing to an all-time high in California. Arizona employment records were from 6 to 29 percent up in various categories, Nevada from 2 to 10 percent above last year. Past experience indicates that purchasing lags about four months behind income increases, suggesting that better business is ahead.

Freezer-Food Sales Boom. Freezer-food plan selling continues to spread

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Get in on the Ground Floor!

HOOVER electric Floor polisher

Quick Results! Mail Coupon for
Sales-Tested Promotion Plan

... that is selling the Hoover
Electric Floor Polisher in volume for
every dealer who has used it.



**Modern trend to larger bare-floor areas makes a big
virgin market for the**

Quick facts about the market for electric floor polishers

From a March, 1952 study in a typical
urban trading area:

- 67% of homes have some floor areas which are frequently waxed.
- 48% have at least half their floor areas uncovered (hardwood, linoleum, various types of tile).
- 58% of housewives say their bare or hard-surface floors take more time to keep clean and attractive.
- 48% still get down on their hands and knees to wax floors.
- *As yet, only 2% own an electric floor polisher.* Few, as yet, know about this wonderful work-saving appliance and what it can do. That's why the Hoover Electric Floor Polisher will be a center of interest in your store for a long time to come.

Quick facts about the new Hoover Electric Floor Polisher

Easy to handle. Two fingers can guide it because brushes revolve in opposite directions. No pulling, pushing or bearing down. Can't bounce or wander. Built-in headlight lights dark corners, helps prevent dull spots.

Never needs oiling. All working parts sealed in grease. Bronze bearings eliminate vibration. Precision made worm-gear drive (no belt). Built like a fine car. Engineered to last and last—and Hoover service is always available.

21 feet of cord lets it reach anywhere in room—down long halls. Comes complete with wax applying brushes, polishing brushes and buffering pads that snap on and off. Steel wool and lamb's wool pads also available.

Perfect for table tops, panelled walls, and automobiles, too—for every wood or composition surface that will take a polish.

Made, guaranteed and backed up by makers of the famous Hoover Cleaner.

The Hoover Company
Special Products Division
North Canton, Ohio

Please give full details about
your tested promotion program
on the Hoover Electric
Floor Polisher.

Dealer's Name

Store Name (if different)

Store Address

City Zone State

Manitowoc Equipment Works

the first to bring homemakers
so much freezer capacity . . .
in so little floor space!



vide up to 18½ cubic feet of storage space in



only 2½ x 3 feet of floor
space . . . and that suits
modern, space-conscious

homemakers to a "T".

So much capacity means enjoying all
the luxury of frozen foods at real savings,
through buying in quantity. So little floor space,
together with beautifully simple design, means
having the freezer right in
the kitchen if they wish.
And housewives love the
idea of finger-tip convenience . . . instead of old-
fashioned "diving." Join this wonderful swing to
Manitowoc freezers... write now for all the facts!



Manitowoc Equipment Works
MANITOWOC, WISCONSIN

See them on display at the
SUMMER MARKET
in Chicago — June 16-26
ROOM 1422
Merchandise Mart

THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

throughout this area. In Los Angeles, the new organization in this field has held its first convention. It claims that 85 percent of the specialty firms selling freezer-food plans are now in its ranks, says 6,000 freezers per month are now being sold in L.A. Los Angeles freezer-food plan salesmen recently called a meeting to plan an organization of their own for the purpose of policing salesmen's activities in this field. Better Business Bureaus are studying the program in order to lay down a set of rules for freezer-plan advertising. The B.B.B. will act as informal clearing house for complaints, referring them to the appropriate government agency for action. (On the whole the situation has cleared up considerably.)

Other Areas Benefit. Other areas of the West are benefiting by the Los Angeles experience. Although there has been some invasion of northern California by Los Angeles operators who make things difficult for regular dealers by adding \$50 or so to the quoted price of the freezer and then allowing salesmen \$100 or more to make the sale, the development generally has been on sound lines through legitimate dealers, operating on plans set up by their distributors, or with tie-ups with established food firms. The tendency is toward using "quantity discount" rather than "at wholesale" when discussing food prices in advertising. Some general appliance dealers have felt that they were not set up to operate a field selling organization such as seems to be required for success, but others have developed successfully operating sales groups. One San Francisco dealer, reporting "fair success" with his door-to-door selling plan, says that large freezers are selling best, emphasis being on 18 to 25 cu. ft. units, averaging better than \$600 per sale.

In the Pacific Northwest, distributors are continuing to join the procession. Los Angeles experience is serving as a chart of what to avoid, as well as a goal to aim for. Two-contract plans seem to be favored. In Washington a food-freezer plan association is being formed, to include bankers, food processors, food-freezer plan retailers, distributors and Chambers of Commerce. The plan is spreading in the intermountain area, somewhat to the dismay of food sellers. Some of these have considered going into the appliance business themselves. The OPS in Utah has asked for an official ruling on whether or not freezer-food selling comes under the federal ban against tie-in sales.

Freezers in Third Place. An indication of the growing importance of the newer appliances comes from Arizona, where figures show that during the first quarter freezers hit the third place in dollar sales. Refrigerators were still first, television second. Washers, when both automatic and conven-

tional types are included, ranked fourth. Automatic washers, incidentally, outsold wringer-type four to one in this area. Phoenix, which was one of the early regions to have developed food plans as an integral part of freezer selling, has approached this problem from the start in an orderly and organized manner and has few special problems to report. The recent 3-day freezer fair held under auspices of the A.M.A. brought out a record attendance—and sold a lot of freezers. Financial contracts for at least 75 were written out on the spot, with more sales in progress.

New TV Stations Delay. The West, which has long been impatient for the unfreezing of television channels, now that it has come is realizing that practical results are still some time in the future. One or two areas have hopes of establishing stations before the end of the year, but it is generally accepted that in most areas no program can be expected to go on the air until some time next spring. Nevertheless, areas which have up to now had no TV at all are beginning to stock up on receivers, and dealers are even selling sets to customers. The allotment provides 96 new channels for California, 30 for Arizona, 40 for Colorado, 28 for Idaho, 40 for Montana, 22 for Nevada, 22 for Utah, 48 for Washington, 27 for Wyoming, 38 for New Mexico, 33 for Oregon, and 20 for Hawaii. There were 32 applications already on file from California, some of them pending from as far back as 1943. It has been announced that the FCC will handle application from TV-less areas first, which favors a large part of the West.

Fringe Areas Keep Up Sales. Opening of new territory and increasing demands for receivers from the fringe areas, as new models prove more powerful in receiving distant signals, have kept up the level of television sales, so that one of the principal TV manufacturers on the coast reports the largest monthly output and sales to date in March. TV sales in Los Angeles have been rather slow. In the San Francisco area, although sales have dropped off from December, they are nevertheless above those of any previous year for the comparable season. Saturation there is now reported to be about 50 percent. Sales for March averaged 20 sets per reporting dealer. The Los Angeles League reports a meeting to discuss the new TV-radio service law which had been presented to the Legislature in Sacramento. The idea seemed to be generally approved, but was to be submitted to the membership for wider consideration.

Free Wiring in Hawaii. From Hawaii comes word of a free wiring program for newly purchased electric range or water heater, adopted by the main Island utility. Food-freezer plans have hit the Islands also, one of the

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Every way you look
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profit for you with

PRE-LINED **FROSTOFOLD**
containers for

Home Packaging Frozen Foods

They help sell freezers!

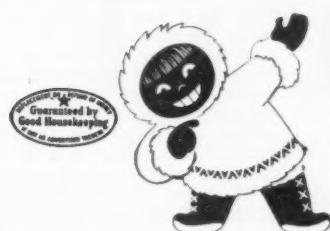
Nationally advertised! Recommended by leading home economists and freezer manufacturers! Preferred by millions of consumers! Pre-lined Frostofold Frozen Food Containers are so easy to use . . . so efficient . . . they make your freezer demonstrations sparkle, and speed your freezer sales! They give you profitable repeat business, too . . . boost store traffic . . . set you up as an authority on food freezing.

In addition to Pre-lined Containers, the Frostofold line includes Polyethylene Wrap, Pt. & Qt. Bags, Poultry Bags and Stockinette to provide complete materials for proper packaging of all foods for home freezing. Display Frostofold . . . demonstrate with Frostofold . . . for more and faster sales and extra profits! Order now through leading appliance distributors, or direct from . . .

Only Frostofold Containers are pre-lined with moisture-proof bag for liffy set up, easy filling, efficient heat-sealing!



Both Pt. and Qt. sizes are packed flat in 50's or 25's . . . Special filling funnels furnished . . . Rectangular shape saves space . . . "Look-see" window and top labeling make identification easy! These exclusive features make Frostofold Containers easier to use and freezers easier to sell!



THE INTERSTATE FOLDING BOX COMPANY • MIDDLETOWN, OHIO



APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

chain stores announcing a tie-in with a similar chain of supermarkets. A real tribute to the electrical industry on Oahu comes from a gas competitor, which in its annual report to stockholders says: "—A long range public relations program by the electric utility has reaped obvious benefits in terms of community preference for electric appliances. This situation is not likely to be improved to any apparent degree in the near future, nor is it likely ever to be completely overcome."

B.C. Sales Good. Sales of major appliances in the British Columbia area were well above 1951 levels during the early months of the year. A national report from Canada indicates that this section, which is credited with selling about 10 percent of national appliance totals, accounts for from 13.1 to 17.8 percent of national advertising in the electrical field. Utility expenditures in this field were 26 percent of the national total. It is perhaps not surprising therefore that in the National Radio Week promotion of last fall, British Columbia took 8 out of 20 national prizes. A display course was sponsored by the B.C. Electric for dealers and their staffs, running three evenings in April and May.

From Here and There. The objection to ownership of TV by families on charity rolls has been withdrawn in Utah, where the state Welfare Commission has ruled that welfare recipients may own a set, providing it does not boost the value of the personal property owned by the family above

Young appliance salesmen are like money—keep them busy or they'll lose interest.



Why the 'yellow pages' will help your sales results in 1952

THIS YEAR thirteen leading consumer magazines will be used to promote the 'yellow pages' of the telephone directory. They will carry 373,802,585 of these eye-catching 'yellow pages' cartoon messages.

This national advertising campaign will remind more housewives, home owners and

business men in your community to use the 'yellow pages.' That is why the 'yellow pages' will be more important than ever to you in 1952.

Be sure you are represented at every appropriate classified heading. Call your telephone business office today...your directory representative is ready to help you.



the \$600 mark. (Necessary home furnishings such as beds, table, range, etc. are not included.)

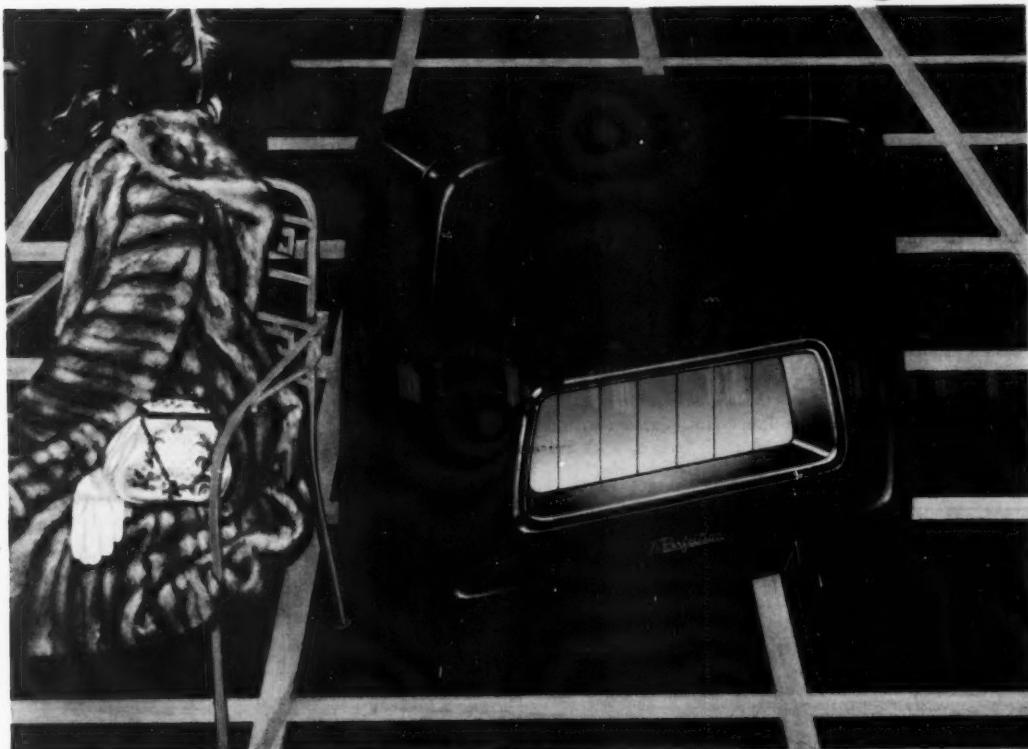
A recent California court ruling extends the Supreme Court idea of validity of fair trade restriction only where a written agreement is involved to purely intra-state transactions.

Decision of the Nevada Utility Commission in the Las Vegas heater ban controversy permits sale of heaters because the emergency is not now acute, but apparently O.K.'s possible future applications of the power company to restrict service in case of a severe power shortage. Lifting of the ban has increased heater sales.

Pacific Power & Light Co. has resumed its monthly reports on dealer sales which it discontinued for a while last year. When final figures for the Oregon and Washington territory served by this company were in, they showed sale of radios and dryers higher in '51 than in '50, dishwashers about the same—all other appliances down.

End

Beauty



Just one glance at this new Perfection heater tells you that something new and beautiful has happened to the gas space heater business *that's good for you!* These new beauties have the "sell" built-in. The television-type console was designed to blend in with every kind of home furnishings . . . modern or traditional . . . large home or small.

And that's no short-lived lacquer finish on the cabinet. It's *porcelain enamel* that will keep the new look and luster of the lovely mahogany blend cabinet for years and years. Here is a golden opportunity for you to get into the space heater business the easy way . . . the profitable way. For . . . where will you find a finer, more respected name in space heaters than Perfection?

Perfection

TURN PAGE ➤

SEE THE COMPLETE LINE AT 1475 MERCHANTISE MART

Better latch onto this line and get:

Revolutionary Guarantees like this . . .

A 20-YEAR *written* guarantee on the combustion chamber (porcelain enameled *inside and out*).
A LIFETIME *written* guarantee on the porcelain enameled gas burner. (Even on unvented models)

Guarantees like this backed by Perfection's 64 years of business stability builds the kind of customer confidence that makes them buy . . . on the spot!

Retail Prices like this . . .

Here is the answer to a dealer's prayer—well known, nationally-advertised quality merchandise at a rock bottom price. *Vented prices start at \$39.95.* And that's not for a "tin box" version. Without the frills, to be sure, but a first line quality, full capacity heater with porcelain enameled, mahogany-blend cabinet PLUS the guarantees above. Unvented heaters start at \$4.65.

Selling Features like this . . .

The "sell" is really built into these space heaters. Check them off:
(A) Mahogany-blend all-porcelain enamel cabinet with television Console styling.
(B) Porcelain-enameded pressed steel burner with raised ports. (C) Brightly glowing radiants. (D) Heat-resistant glass shields. (E) Porcelain-enameded combustion chamber and radiators (inside and out). Your choice of fully automatic controls . . . PLUS the remarkable new patented automatic Regulaire® blower. 100% safety pilot available on 6 unvented models, too! X966 shown; 65,000 B.t.u.



A "Honey" of a Deal . . .

Let's not be coy about money. That's what you're in business for . . . that's where you'll do better by far with Perfection. *Reason No. 1:* you buy direct from Perfection . . . a wider profit margin for you. *Reason No. 2:* Perfection's quantity discount plan means extra profits. *Reason No. 3:* Perfection gives you the best dating program in the industry.

And . . . National Advertising

. . . in leading magazines plus wonderful 4-color point-of-sale literature you can sell from.

To get started fast, write, wire or phone us for the facts and figures you want.
Perfection Stove Company, 7346-C Platt Avenue, Cleveland 4, Ohio.



*Patent applied for.

Your wisest selection in . . .

| | |
|---------------|------------------|
| RANGES | electric—oil—gas |
| FURNACES | oil—gas |
| SPACE HEATERS | oil—gas |
| WATER HEATERS | electric—oil |

ECONOMIC CURRENTS

The Outlook for Consumer Expenditures

By McGraw-Hill Dept. of Economics

HOW WE STAND

1. Consumer expenditures have been rising steadily for the past year. But the rise has been slow. So industries which over-produced consumer goods—like textiles and electric appliances—still have large stocks on hand.

2. The place where spending has really lagged is in the field of consumer durables, particularly automobiles and home appliances. Other retail lines have shown considerable improvement in the past months.

3. The main reasons for the lag in spending on durables are:

a. People have had to spend a larger share of their incomes for food and housing. They are also paying higher taxes. So the average wage earner's family hasn't much more to spend on durable goods than they had a year ago—even though wages are higher.

b. Retail prices of durable goods—at least list prices—are generally higher than a year ago. Credit terms are still stiff. This has increased the difficulty many families have in finding enough cash to buy.

c. Other families do have the cash—the piles of "liquid assets" you read about. But many of these well-heeled customers bought new autos or appliances last year. They don't need replacements yet. And new models haven't been exciting enough to tempt them.

4. There's a good chance for a pick-up in spending on consumer durables over the next year if—

a. Wages continue to rise and living costs level off. That's been the trend so far in 1952. But it hasn't gone far enough yet.

b. The makers of consumer durables combine some healthy price cuts with attractive new models and a lot of hard selling. In that way, some of the gains in real income and some of the piled-up savings may be tempted in their direction.

5. But over the long run, the outlook for consumer expenditures depends on the general level of employment and incomes. And whether or not we can maintain high-level employment into 1953 depends more and more on the course of business capital expenditures.

SPENDING IS UP

The most frequent complaint about business today is that "consumers aren't buying." Actually they must be buying something, for total consumer expenditures rose from \$202 billion in the second quarter of 1951 to \$209 billion in the first quarter of 1952—which happens to be a new record, topping the first (scare-buying) quarter of last year. (That's in dollar volume. Physical volume has not recovered quite as much.)

The fact remains that for many re-

tailers business is far from satisfactory. And as a result, many manufacturers are having trouble selling to retailers. This is chiefly because they sold them too much in 1951.

Consumer goods makers expected the post-Korea buying spree to continue. And they produced so much, in this expectation, that dealers were overloaded with unsold merchandise. Actually, retail sales were below 1950 for most of 1951. And the slow rise in recent months has not been enough to clear the market of left-over 1951 goods.

That's why you still see so many discount sales on television sets and why auto dealers are offering generous trade-ins. It's also why General Electric recently cut production of refrigerators by 50% and automatic washers by 25%.

In short, retail business is up from the low point reached last summer. But it's not up enough to absorb all the goods industry can produce today with its enlarged capacity. And there's still a lot of 1951 merchandise around to prove this point.

APPLIANCES FEEL THE SLUMP

The slowness in retail trade is mostly slowness in sales of durable goods—particularly automobiles and electric appliances. Soft goods business isn't really so bad.

Easter business in department stores for example, was about as good as last year, because textiles and apparel moved well. But appliance sales were way below 1951. Food stores are selling more than they were a year ago. And apparel stores are doing about as well. But dealers in automobiles and home appliances aren't coming close to last year's records.

People have had to spend more for food and housing. And this has left less to spend on durables. Families are getting bigger. The family market basket is getting bigger, too—and more costly.

Food prices rose considerably in 1951. They're still higher than a year ago, despite a drop in February. The combination of higher prices and more mouths to feed put consumer expenditures for food in the first quarter of 1952 up 5% from the first quarter of 1951.

The same factors are at work in housing. Bigger families need bigger places to live—or at least improvements to the old places. Rents on new apartments, and annual payments on new homes, are higher than on the old ones. Besides, rents are gradually rising all over, as ceilings are revised or eliminated. And stiffer credit terms on new housing increase both down-payments and annual carrying charges.

The tight credit terms have a fur-

(Continued on page 22)



Appliance Dealer Prevents Motor Burnouts with Klixon Protectors

WALTHAM, MASS.: Colin M. Holmes, authorized Frigidaire sales and service dealer, after 25 years of appliance service experience, is convinced that you can't beat Klixon Protectors.

"We find KLIXON Protectors insure our motors against motor overloads, and expensive 'rewind' repairs. By preventing burnouts they protect our guarantees and help keep our customers satisfied."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce service calls, minimize repairs and replacements by specifying that equipment has motors with Klixon Protectors.



SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2506 FOREST ST., ATTLEBORO, MASS.



What about the
next five years
in the
Appliance
Business?





BUSINESS has always had its ups and downs. And it always will.

But, over the years, the American trend is up. We climb to one level of prosperity. Coast awhile. Then, up again.

We think that trend will continue. Here's why we think so.

The opportunity's bigger than ever

Let's take refrigerators. The best prospects for refrigerators are people who *already own them*.

Today, most people don't wait for refrigerators to wear out. About 60 per cent of those who plan to buy are looking for refrigerators that have more space and more modern design.

This year—this year alone—our industry will replace about 2,000,000 refrigerators. Get that! —REPLACE!! So you can see that "saturation" is no limiting force in the refrigerator market.

Appliances with a future

Let's take the dryer. This year the industry will probably sell about 325,000 dryers. Within five years, economists say we'll be selling about 950,000! About three times more. And that's only natural when you think of all the women who have washers and *want* dryers.

The dryer's only a start. The growth outlook is tremendous, too, for the dishwasher, the

Disposall,^{*} the freezer, the automatic washer, and the electric range. The electric water heater, and room air-conditioners, too.

More people earning more money

Today, more and more Americans are drawing a weekly pay check. There are 700,000 more people working than last year.

Average incomes are at an all-time high. Savings are at a postwar peak. The people have more money. We have the products they *want*.

Five years of opportunity

To any businessman in his right mind, the next five years in the appliance business represent a golden opportunity to all of us.

These aren't just idle words on our part.

Today, we're putting a very large investment into a huge new plant which will make all of General Electric's major appliances: Appliance Park, Louisville, Kentucky.

It will make more General Electric Appliances than ever. And, we intend, better values than ever.

Yes, we believe that the American market will continue to go where it has always gone . . . up.

Our friends in the appliance business can pin their faith on all the things we're *doing* at Appliance Park.

Major Appliance Division

Louisville 2, Kentucky

GENERAL  ELECTRIC



CONTINUED FROM PAGE 19



THE OLDEST NAME IN ELECTRIC IRONS

I 58 Continuous Years of Fine Craftsmanship
Pride of Brides for Three Generations
YOUR DISTRIBUTOR KNOWS — Ask Him Now!

American Beauty

ELECTRIC IRON

AMERICA'S STANDARD-OF-EXCELLENCE IN
PRECISION-INSTRUMENT ELECTRIC IRONS

SINCE 1894

AMERICAN ELECTRICAL HEATER COMPANY • DETROIT 2

PAGE 22

ther effect—people who want to buy a house must save more and spend less over a considerable period before they are ready to make the required down-payment.

The continued boom in housing has helped sales of durable goods to a certain extent—the extent necessary to furnish new dwellings. People have been spending heavily on furniture and housefurnishings. Sales were as high in 1951 as in 1950. And they're still not down very much. Builders have had to buy a certain number of electric appliances to put in new homes. But most electric appliances—refrigerators, ranges, washers, radios or TV sets—are sold as replacements for items in existing homes. And when people are spending more for food and rent, they're just as likely to keep the old appliances.

WHY WON'T PEOPLE BUY?

The high rate of spending on food and housing (which might also be called the high cost of living) helps explain why many families have had to postpone purchases of durable goods. Of course, incomes have increased during the past year. But taxes have increased, too. After deducting the higher taxes and living expenses, the average wage earner's family hasn't much more to spend on durables than they had a year ago—even though wages are higher.

The Federal Reserve Board's annual survey of consumer buying plans, made in January-February, showed that people planned to buy fewer durable goods than in 1951. The reasons most frequently given were that people felt "worse off" or that they thought prices were too high. In one way or another, a significant number of families indicated that they couldn't afford to buy durables at present prices.

Manufacturers of durable goods have still not adjusted their selling policy to this change in the

market. Retail prices of 1952 models—at least list prices—are generally higher than was the case in early 1951, although a few of the more aggressive merchandisers (Sears Roebuck, for example) have begun to cut. The fact that dealers are cutting prices at special sales shows the need for bringing prices down.

In addition to high prices, there are still fairly stiff restrictions on consumer credit. This is particularly important in the case of automobiles, where the difference in months to pay—and so in monthly payments—often determines whether or not a family can buy a car. It seems safe to say that the mass market for automobiles and home appliances won't pick up much until prices come down or credit gets easier—or both.

THOSE PILES OF SAVINGS

Some families could buy durable goods with their savings. At the last count, people had \$182-billion stashed away in cash and government bonds. But that's not all money available to buy durable goods.

There are a lot of small savings accounts, none of which by itself adds up to the price of a refrigerator. There are other savings which are bigger, but which represent money put aside to invest in a home or a business when enough accumulates. Still other savings are put aside to pay maturing debts or taxes, to finance a vacation trip or to provide for retirement.

The savings which might be spent on durable goods belong to families who are fairly well off—people who usually buy for cash and don't worry much about credit terms. But these are just the people who bought most heavily in 1950 and 1951. Most of them have recent model automobiles and electric appliances. (Obviously, this group also bought a lot of other possible shortage items like worsted

(Continued on page 26)



SPECIAL SALE PRICE!

**\$4.50 CORY GLASS
COFFEE BREWER**

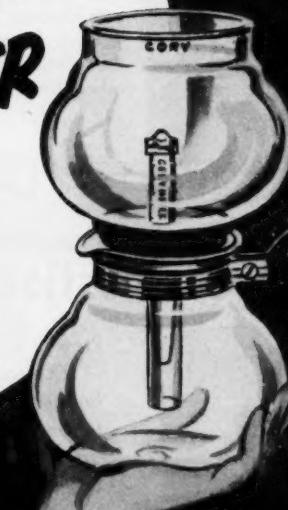
RETAILS FOR ONLY **\$2.95**

(FULL DISCOUNTS TO DEALERS
AND DISTRIBUTORS)

ORDER AS
MODEL DKG-S

TRAFFIC BUILDING SPECIAL

60 Days Only



- A real bargain offer . . . your customers save \$1.55
- The same 8 cup Cory Special that was a dealer sell-out last year!
- Offer ends in 60 days. Get orders in NOW!

It's Cory's sales-booming idea for spring business! A new Cory glass coffee brewer (Model DKG-S)—in the best-selling 4-8 cup size—available from your jobber now—and for 60 days only to sell retail for only \$2.95 . . . a bona-fide \$4.50 value. Wait till your customers spot that saving!

Call your Cory distributor RIGHT NOW and be the first dealer in your community to offer this fast-selling—full profit—traffic building Spring Special.

ORDER YOUR STOCK TODAY!

CORY®
CORPORATION

221 North LaSalle Street, Chicago 1, Illinois

AND—DON'T FORGET THESE FAST-MOVING YEAR 'ROUND CORY PRODUCTS!



CORY
ALL-GLASS
Guaranteed
Against
Breakage

Only all-glass coffee brewer model. Watch Cory's exclusive 6 month guarantee against breakage up your sales!

3 models . . . 2-4 cup \$5.45
4-8 cup \$5.95—8-12 cup \$6.95



CORY
AUTOMATICS
America's Finest

Only fully automatic vacuum type coffee brewer model. Turns the coffee down... keeps it hot... makes perfect coffee every time . . . automatically! All metal . . . 2 models . . . Featherweight—\$28.95 . . . New Stainless Steel—\$37.50.



MICRO
STAINLESS STEEL
Guaranteed
For Life!

Micro all-stainless steel coffee brewer lasts a lifetime. Won't break, chip, stain or rust . . . ever!
3 models . . . 2-6 cup \$9.95
4-8 cup \$11.95—8-12 cup \$15.95

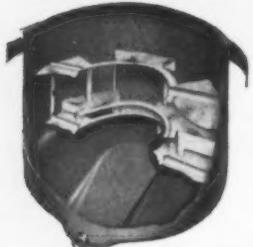


CORY
ELECTRIC
Knife
Sharpener

The most unusual and useful gift going! Sharpens knives professionally right at home! America's first and most popular electric knife sharpener—\$14.95.

Sell You Can't Miss These Features

In The Fire Pot . . .



Preway's exclusive Air-activated Burner demonstrates the brand of ECONOMY your customers want to hear about. It guarantees low fuel cost because it is designed to burn — and burn efficiently — the cheapest grade of fuel oil on the market.



In The Combustion Chamber



Preway provides the Heat Miser — a specially designed heat booster. You can show your customers how it extends the line of travel of the hot flaming gases over more heat-absorbing metal surfaces to make every B. T. U. work harder.

profitable
Preway
oil-burning circulators
are bigger in power,
performance and economy

A beauty of a heater is Preway. From appearance to performance, as you can see, this well-balanced line is power-packed with sales appeal. Just study the Preway features highlighted here . . . each one an engineering-merchandising first that beats the best that others offer . . . and you'll know why Preway is already one of the country's Big Three in space heater production. You, too, can cash in on this line of opportunity that puts you out in front of competition and out ahead in sales and profits. Act now, before it is too late, to be the Preway dealer in your community. Phone, wire or write today for full information.

PRENTISS WABERS PRODUCTS CO.

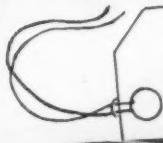
7652 SECOND STREET, NORTH, WISCONSIN RAPIDS, WIS.

In The Circulating Action . . .



Preway offers, as optional equipment, a powerful blower attachment that carries heat on to distant areas, maintains a more uniform temperature throughout the house. In the summer it acts as a room cooler, a feature everyone appreciates.

In The Price Tag . . .



Preway gives you a feature that every customer responds to — low initial cost . . . the most attractively marked ticket in the industry.



Model 33413



Model 35448

**Space
549A**

American
Furniture Mart
Chicago



Model 23490

When sales
come hard,
why sell the
hard way
?

Sell Preway

fully automatic electric and gas ranges
and take the strain off



No. 50391



No. 50796

Why give away your shirt
and sacrifice your profit to promote
business, when all you need to do is
push with Preway to be out in front
of competition, and out ahead in
sales and profits.

This short, well-balanced starter
line is made to order for these tense
days of appliance merchandising . . .
gas and electric ranges that in de-
sign, features, and construction are
the equal of ranges priced \$100 or
more higher.

If an advantage like this will bet-
ter your business, then Preway is
for you — just as it is the line of op-
portunity for hundreds of alert
dealers everywhere.

PRENTISS WABERS PRODUCTS CO.
9652 SECOND ST., N., WISCONSIN RAPIDS, WIS.

Space 549A
American Furniture Mart
Chicago



6 Electric Models

No. 50321



4 Gas Models

No. 50721

—CONTINUED FROM PAGE 22—

**BE SURE TO VISIT THE
WOMAN'S FRIEND
WASHER DISPLAY**

THE NEW IDEA IN WASHERS
Designed Color

SPACE 1753
AMERICAN FURNITURE MART
666 LAKE SHORE DRIVE, CHICAGO
JUNE 16-26, 1952

BUILD MORE TRAFFIC
EARN MORE PROFIT
REDUCE SERVICE CALLS
OFFER A 5-YEAR GUARANTEE

Backed By
50 Years' Experience
Building Washers

Woman's Friend WASHERS
product of
CENTRAL RUBBER AND STEEL CORPORATION
Findlay, Ohio

A black and white illustration of a man in a suit and bow tie, pointing his right hand towards a large sign. The sign is for a 'Woman's Friend Washer Display' at the American Furniture Mart in Chicago. Below the sign, there is a list of four benefits: 'BUILD MORE TRAFFIC', 'EARN MORE PROFIT', 'REDUCE SERVICE CALLS', and 'OFFER A 5-YEAR GUARANTEE'. At the bottom left, there is information about the washers being 'Backed By 50 Years' Experience Building Washers' and produced by Central Rubber and Steel Corporation in Findlay, Ohio. To the right of the sign, there is a drawing of two washers, one smaller white one and a larger stainless steel one.

suits, nylon stockings and scotch whisky.) They don't need replacements yet. And new features in 1952 models haven't been exciting enough to tempt them.

PICK-UP IN '52?

There's a good chance for a pick-up in spending for consumer durables over the next year, if two things happen:

1. If wages continue to rise, and the cost of living levels off. That's been the trend so far in 1952. The average family is in a better financial position than it was a few months ago. But the improvement hasn't gone far enough yet.

The Wage Stabilization Board's decision in the steel case practically assures another round of substantial wage increases, even though most of them won't be as big as in steel. And retail food prices aren't likely to rise much for the rest of 1952. So workers probably will increase their real income—an important difference from 1951.

2. If the makers of consumer durables combine some healthy price cuts with attractive new models and lots of hard selling. In that way, some of the gains in real income and some of the piled-up savings may be tempted in their direction.

This isn't so easy to do. Products have already been designed and priced for 1952. And rising costs don't leave manufacturers much elbow-room to get out cheaper models. For the next few months too, any 1952 merchandise has to compete with left-over items from 1951, on which prices are being slashed.

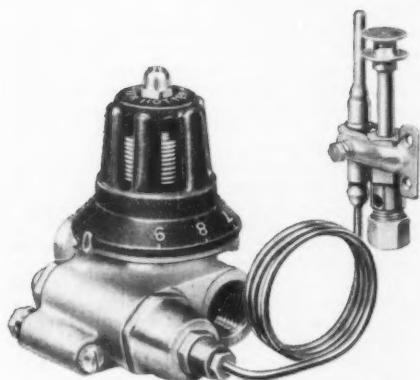
But there's every sign that manufacturers will come up with more attractive product lines for 1953. And they'll rush to introduce them as early as possible—well ahead of the New Year in some cases. More materials will be available. That means better design and more efficient production. It also means the start of what will probably be the most ferocious competition since pre-war days.

Even though things are gloomy now, people who make and sell consumer durables may be feeling cheerier by Christmas, 1952. Most forecasters expect a drop in the cost of living by then. And if some hard selling is done in the meantime, consumers ought to be spending more of their incomes on autos and appliances. Retail business could turn very strong in the later months of 1952.

It's important to remember, though, that over the long run the outlook for consumer expenditures depends on the general level of employment and incomes. And whether or not we can maintain high level employment through 1953 depends more and more on the course of business expenditures for plant and equipment. End

Gas Heater Dealers

See how Honeywell Controls can help boost your profits



**V5163 Modulating
Thermostatic Gas Valve**

Provides accurate, safe control for any gas heater.

The thermostat accurately keeps room temperature at desired setting by modulating the flow of gas from full volume to a pre-set minimum flame.

Built-in safety pilot provides 100% shut-off in case of pilot failure. Has safe-lighting feature, too. Main line valve can't open until pilot is on.

The V5163 is easy and inexpensive to install, for it's small and compactly designed to fit the limited spaces common to space heater applications. It requires no outside electrical power.

You can make two profits, instead of just one, by selling Honeywell controls right with the gas heater. Many dealers find it easy to take advantage of this bonus profit opportunity—and also build greater customer satisfaction at the same time.

Honeywell-equipped heaters sell fast when prospects learn how Honeywell self-contained thermostats automatically keep temperatures at the desired setting. And, *customer satisfaction is assured* when the owner's family experiences the convenience of automatic heat and the added comfort Honeywell controls make possible.

Honeywell's many years of experience in the control field and its aggressive national advertising program are your assurance that most people know Honeywell and know Honeywell quality.

So ask for Honeywell controls on every shipment of gas heaters. Your manufacturer can install them at the factory.

Honeywell gas heater controls can also be purchased separately to fit any manual models in stock. Just call your regular supplier or one of Honeywell's 91 offices, located in key cities from coast to coast. Or for complete information, mail the coupon below.



**V5140 Modulating
Thermostatic Gas Valve**

Another rugged, compact Honeywell control for application on manually controlled heaters already equipped with 100% safety shut-off.

BIG MODERNIZATION MARKET

You probably have many gas heater owners on your customer list who do not have automatic controls. Contact them...they'll want automatic heating furnished by a Honeywell thermostat, too!

MINNEAPOLIS-HONEYWELL REGULATOR CO.
Dept. EM-6-128, Minneapolis 8, Minnesota

Gentlemen:

Please send me descriptive literature on your V5163 and V5140 Thermostatic Gas Valves.

Name _____

Address _____

City _____ Zone _____ State _____

M I N N E A P O L I S Honeywell

First in Controls





The appliance and radio store of Benson Music, Inc., 5225 W. Chicago Ave., Chicago, across the street from Benson's piano store.



Robert A. Benson

The personal touch that sells more than \$1,500,000.00 worth of appliances per year!

**Thirty-eight years of experience
back up the ideas that make
Benson Music a consistent leader
in Chicago appliance sales.**

BENSON MUSIC, INC., the widely-known Chicago retail appliance firm at 5225 W. Chicago Avenue, has been called a million dollar monument to the personal touch.

Although the million dollar figure falls short of the fact nowadays, it is the personal touch instituted by founder Andrew Benson that underlies the highly successful Benson sales formula.

Benson Music has long since outgrown the title chosen by its founder in 1914 when, as a builder of pianos, he started selling his product to the public. Keeping up with the rapid advances in the home music business for the past 38 years, the little piano store has expanded into one of Chicago's leading retail outlets for appliances, radios and television sets—doing an annual volume in excess of \$1,500,000.00.

Such success, of course, is not the inevitable result

of growing up with the industry. But when a dealer has the benefit of long experience and outstanding success to show for it, you can be sure that his ideas merit consideration. Such a dealer is Robert A. Benson, son of Andrew and present day head of Benson Music.

The personal touch

Bob Benson, who entered his father's business upon graduation from college in 1937, says that the neighborhood dealer's biggest asset is close, personal relationship with the customer. In spite of the size to which his business has grown, he sees to it that every customer is treated with small-store courtesy and friendliness.

"The personal touch," Bob says, "is a lot of little things. Taking the time to determine what model appliance will best suit a customer's needs, for

"Advertisement"

example, instead of trying to push the slow-moving merchandise. We have always carried a wide variety of lines so our customers can compare without going to another store.

"No prospect feels comfortable when he is rushed. We encourage people to take all of the time they want and ask plenty of questions to make sure they're getting what they want. Our five full-time salesmen, plus extra salesmen during rush periods, help make this possible."

"Once in a while, the personal touch can be a matter of keeping our opinions to ourselves. That was the case when we sold a range to a man the other day. Without a doubt, it was the finest range in the store and we told him so. But after it was delivered, he called to say that his wife had ideas of her own about kitchen ranges."

"She came in and exchanged it for a cheaper model which, in her opinion, was superior. Sizing up the situation, we saw that it was important to her to make her own selection. We understood and kept quiet. The husband understood, too, and he and his wife remained satisfied customers."

"Most women, of course, prefer to choose their own appliances. So we urge men to bring their wives into the store. It saves us a lot of needless exchanging, exposes the wife to our store displays of other merchandise and always makes a hit with the ladies when they know we asked the husband to bring them in."

How to keep salesmen happy

Bob's belief in a neighborly store atmosphere doesn't stop with customers. If Bob is too busy to talk to a factory or distributor salesman right away, he sees to it that the salesman is provided with a comfortable chair and offered a cup of coffee. This idea may help to explain why one distributor salesman said, "I wish all of my calls were as pleasant as the calls I've made at Benson's for the past fifteen years."

Bob knows how to keep his own salesmen happy. Realizing that a good salesman is a happy salesman, he avoids keeping his employee away from their families for evening sales meetings. Instead, he in-

vites factory and distributor representatives to join his employees for breakfast in the store whenever a meeting is to be held. Then, from eight a.m. to nine or nine-thirty, everyone is in a more receptive mood for new product information and selling ideas.

"It's a principle of our selling formula," Bob says, "to recommend the merchandise we believe to be best, regardless of the price. Our volume of sales of top quality merchandise shows that our recommendations carry a lot of weight with customers. In washing machines, for instance, we sell twenty automatics for every wringer model."

"This is true partly because there are more houses than apartments in our trading area. But another reason is that everyone who sells here has the finest of electrical appliances in his own home. When a salesman can talk from personal experience, it's a lot more convincing to the customer."

Salesmen vs. saleswomen

"All of our sales people, incidentally, are men. Some dealers say that women sell appliances better than men, but we don't think so."

"The chief reason a woman buys a home appliance is to make her work easier. Say a woman comes in to look at a sewing machine. If we have another woman demonstrate it for her, the prospect expects it to look easy. But our sewing machine demonstrator is a fellow six feet tall who weighs some 200 pounds. If it looks easy when he runs the machine—and it does—we believe a woman is more likely to be impressed. The same goes for our demonstrations of washing machines, dryers, or anything else."

No wishful thinker, Bob takes a realistic view of the future in appliances and TV. "We're going to have to work harder, promote more and sell more creatively to maintain profits," he says. "Creative selling means, among other things, having the right answers when prospects give us reasons why they should not buy."

"One of the most frequent reasons we hear is that prices are too high. But we've got an answer. We show the prospect some appliance literature from 15 or 20 years ago and let him compare the prices. Then we show him the extra advantages and features he gets today for the difference in price. It's an effective argument."

An answer to color TV

"In selling television, one popular cause of buying reluctance is the promise of color TV. Our answer? We show the prospect an early TV receiver that Dad first displayed in the store 25 years ago. When the prospect sees how crude the early sets were and realizes how long it has taken to develop black and white TV to its present form, the color TV argument usually fades away."

Until a few years ago, Benson Music had stores on three corners of the intersection at Chicago Avenue and Latrobe Street; one store for appliances and TV, one for pianos and one for phonograph records. The record store closed largely because of the growth of television and the resultant drop in sales of phonographs and combinations which provided the backbone of Benson's phonograph record trade.

Clarence Benson, Bob's brother, who managed the record store, now works with Bob in the appliance store. Andrew, who started with pianos, has completed the cycle. He now devotes his time exclusively to the piano store. In all, the two stores have 18 employees.

Some of these are service men, but as Bob says, "We are primarily a sales organization so we make no competitive bid for service trade. We maintain a service department largely for the accommodation of customers. Financially, we just about break even on it."

"We sell factory service on major appliances and farm out our television service to a reliable group of TV service specialists. Our warehousing and delivery is handled by a company equipped to do a better job than we could possibly do ourselves. We find that having outside help on specialized phases of the business is a very happy arrangement. And we lose



Brothers Bob (seated) and Clarence Benson look over a copy of the Chicago Tribune, in which they place the bulk of their promotion funds under the Tribune's Selective Area advertising plan.

none of the personal touch because everything clears through the store."

Benson on advertising

When you have been dealing with the public for 38 years, you get to know how people react to various kinds of sales promotion. At Benson Music, the outside sales staff has long since given way to more economical forms of promotion. And the big gun in Benson's sales attack is newspaper advertising.

Accounting for the bulk of Benson's advertising expenditures in the past few years have been campaigns in the Chicago Tribune under this newspaper's unique, zoned-circulation Selective Area advertising plan.

Because these campaigns give him maximum coverage of his best prospects at low cost, Bob was quick to recognize the advantages of the Selective Area plan when it was introduced a few years ago. His record of consistent participation makes plain what Bob thinks of Selective Area advertising as a sales builder.

In less than three years after Bob's first Selective Area ad was published, he participated in more than one-half million lines of advertising placed under the plan. In one 12-month period alone, Benson Music used approximately 100 pages of Selective Area advertising.

Bob has been in on campaigns in the Tribune with at least 13 different manufacturers. Included are Admiral, Easy, Crosley, General Electric, Hotpoint, RCA, Stromberg-Carlson, Zenith, Westinghouse, Philco, Motorola, Youngstown and International Harvester.

Uses 2 neighborhood sections

Ordinarily, a dealer's store name is featured only in the Selective Area ad which appears in the neighborhood section circulated in his own segment of Chicago

and suburbs. But Bob Benson, whose store is located in the Tribune's West zone, frequently participates in Northwest section ads as well.

"The readership and response we get from our Selective Area ads beats anything we could buy for the same amount of money," Bob reports. "I don't know of any other way we could afford to reach so many likely prospects consistently with big, action-getting advertising."

★ ★ ★

MANUFACTURERS: To produce maximum results, your advertising must get dealer support as well as consumer acceptance for your line.

Under the Chicago Tribune's Selective Area advertising plan, you give your dealer the opportunity to help himself by helping you sell. He gives your line special attention because he has a more personal stake in the success of your sales drive.

Selective Area campaigns give your dealer large-space advertising over his own name with the immediate-action appeal of retail newspaper advertising. It is advertising that is substantially his own, delivered by the medium he knows to be Chicago's No. 1 hardline sales producer.

It is the kind of advertising the dealer understands and prefers—at costs as low as one per cent of regular card rates. And yet, the dealer's benefits are part of a well-integrated program directed by the factory.

The total of more than \$2,000,000.00 already invested in the plan in the appliance field alone is proof that dealers, distributors and manufacturers are enthusiastic about results. Further proof that Selective Area advertising produces more sales with greater economy can be found in dozens of case histories in Chicago Tribune files.

To get the facts about the Selective Area plan and how it can put new power behind your Chicago sales drive, ask your Chicago Tribune advertising representative to call.

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Chicago Tribune Advertising Sales Representatives:

Chicago
A. W. Dreier,
1333 Tribune Tower

New York City
E. P. Strubacker,
220 E. 42nd St.

Detroit
W. E. Bates,
Penobscot Bldg.

San Francisco
Fitzpatrick & Chamberlin,
155 Montgomery St.

Los Angeles
Fitzpatrick & Chamberlin,
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

"Advertisement"

VANCOUVER, WASH. SUPERFLAME DEALER REPORTS:

"SALES JUMPED FROM 6 TO 52 UNITS IN ONE SEASON" WITH A



NEW MOBILE "LIVE DEMONSTRATOR" PROVES SENSATIONAL SALES BUILDER FOR SUPERFLAME DEALERS!

The sensational sales increase reported by this Vancouver, Washington dealer is *only one* of the countless sales successes reported by Superflame dealers everywhere.

"Live" demonstration has helped Superflame dealers, *both large and small*, to boost their oil heater sales and profits to an all-time high! Dealers who previously sold only a few heaters annually are now selling Superflames in *big volume*! And big volume dealers who have sold hundreds of Superflames, year after year, report that "live" demonstration has proved phenomenal in increasing their volume!

CASH IN WITH SUPERFLAME...AMERICA'S MOST COMPLETE LINE OF OIL AND GAS HOME HEATERS! SEND COUPON TODAY!

TO: QUEEN STOVE WORKS, INC., Dept. EM62
ALBERT LEA, MINNESOTA
Please send without obligation FREE "29 Ways" Book. Also complete "Live Demonstrator" details, catalog and name of Superflame distributor for this area.

Firm Name _____

Address _____

City _____ Zone _____ State _____

By _____

It's the most effective oil heater sales tool of all time! Every dealer can use it anywhere...in the store, on the sidewalk, at Fairs etc.

Now, a complete packaged "Live Demonstrator" kit is available to Superflame Franchised Dealers without extra cost! This improved kit includes signs, ball bearing base, Hammertone enameled stove pipe, etc., plus two 1,000 degree dial thermometers to demonstrate the amazing Superflame "Fuel-Saver" that reduces chimney loss 350 degrees...saves ONE-THIRD on fuel! Only Superflame has the "Fuel-Saver."

NOTHING SELLS LIKE A

**Superflame
"LIVE DEMONSTRATOR"**



FREE!



THE SALES WINNING METHOD OF AMERICA'S
MOST SUCCESSFUL HOME HEATER DEALERS!
This valuable book is packed with valuable and profit-building
information and techniques of selling to *A-1* home dealers.

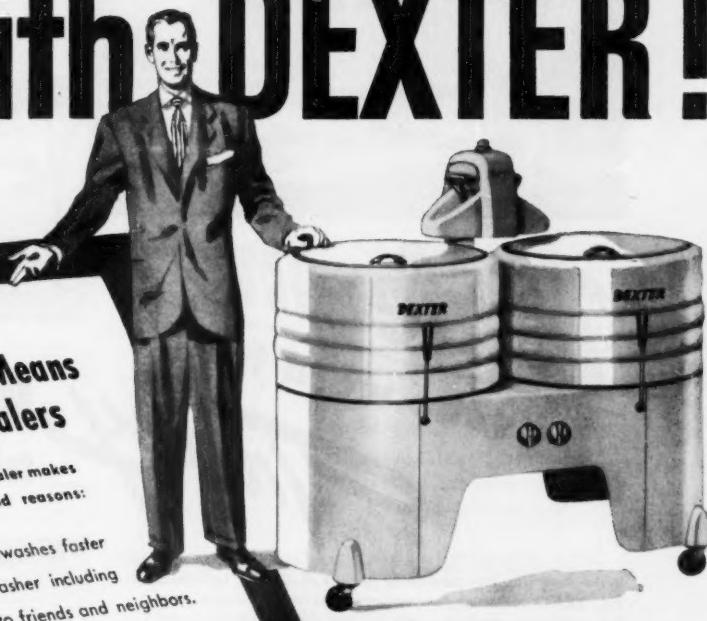
DEALERS! Make More Dollars with DEXTER!

Happy Customers
and Low, Low Service Means
Money to Dexter Dealers

The facts speak clearly! The Dexter dealer makes more per unit for two very good reasons:

1. The Dexter washer outperforms—washes faster and cleaner than any other washer including automatics. Users recommend Dexter to friends and neighbors.
2. Records show that a Dexter requires less servicing, the installation is easier, there are practically no repair calls. This saves money . . . makes more profits for you.

YOU owe it to your business to get the facts about Dexter NOW!



• DEXTER TWIN-A-MATIC outperforms any other washer, including automatics. Washes whiter, brighter, cleaner in $\frac{1}{2}$ the time! No other washer like it!



Build Traffic!
Close Sales!

WITH THIS PROMOTION!

Dexter's newest tested promotion will work for you. You can't miss with this low cost Ovenware set tied in with a hot traffic-builder.

More Satisfied Customers!

Higher Net Profits! with

DEXTER

PIONEERS

WASHDAY ENGINEERS FOR OVER 50 YEARS!

Now! Call or Mail Coupon Today!

Get all the facts on this low cost promotion from your distributor or from the factory. Build traffic, close sales with Dexter's red-hot Ovenware deal! It's ready for you now! Premiums at carload prices! Window displays! Mats! This tested plan will sell for you!

MAIL COUPON THE DEXTER COMPANY, FAIRFIELD, IOWA
TODAY TO: or Mail to your Dexter distributor

We want to know all about how to make extra profits with the Dexter washer and the OVENWARE PROMOTION.

FIRM NAME.....

ADDRESS.....

CITY..... STATE.....

YOUR NAME.....

No Charge . . . No Obligation



COUNTRY CLUBBER



LEVITTOWNER

Preference
is the word for
Tracy **KITCHENS**
at LEVITTOWN, PA.

In the most fabulous community project of all time, Levittown, Pa., TRACY all-steel cabinets and stainless steel sinks, are the exclusive selection—and for the fifth successive year. Scores of other projects across the country display the same marked preference for TRACY products, each serving as a magnificent demonstration of TRACY equipment. The superb quality of TRACY materials and workmanship exerts a powerful appeal on prospects. Thousands of dealers are featuring these kitchens and are finding high satisfaction and rich profits in the TRACY kitchen business. These aggressive merchants are replacing the dwindling profits on other lines with the protected profits on TRACY sales.

Irresistible
is the word for *Tracy*
STAINLESS STEEL KITCHENS

The dealer who wants fast kitchen sales, and full margin profits, finds the TRACY line is SPEED INSURANCE. The line is complete. TRACY promotional support is both liberal and effective. TRACY distributors are strongly established and provide excellent service.

Let us give you the complete story—and the keys to solid success in the kitchen business. Write, wire, phone for prompt action.



Tracy **KITCHENS**



THE COUNTRY CLUBBER Tracy kitchen is a marvel of convenience and beauty, and exerts a powerful attraction for every visiting observer. It is axiomatic in the building industry that the kitchen is a major factor in selling houses. Levitt has demonstrated this in tens of thousands of instances.



LEVITTOWNER, the moderate priced design at Levittown, Pa., likewise boasts an all-steel Tracy kitchen with stainless steel sink. This is consistent with the Levitt policy to provide nothing but the best of everything.

TRACY MANUFACTURING COMPANY
DIVISION OF EDGEWATER STEEL CO., PITTSBURGH 33, PA.



Another wedding ...another sale!

Wedding bells mean gift giving and that means the "Toastmaster" Toaster. There's no more traditional bridal gift. None tops it in turnover, profit, or freedom from service complaints.

Everyone hopes the gift he gives will be appreciated. And the "Toastmaster" Toaster always is. For America's most-wanted toaster is recognized everywhere as the finest of its kind. The gift buyer doesn't question its quality. No one doubts its ability to give lasting service. No one wonders what sort of welcome will await it.

That's why people buy with such confidence. They're sure money can't buy a finer toaster. And they know the one to whom they give the "Toastmaster" Toaster is also aware of that fact.

All of which adds up to easier selling for you. The "Toastmaster" Toaster has been the favorite of brides for a quarter-century. These days, this practical, long-lasting gift is more popular than ever!

TOASTMASTER

Automatic Pop-Up Toaster

TOASTMASTER PRODUCTS DIVISION, McGRAW ELECTRIC COMPANY, ELGIN, ILL. © 1952

VISIT US AT THE
NATIONAL HOUSEWARES SHOW
Space 523, 525, 527, 529, 531
ATLANTIC CITY, JULY 7-13

"TOASTMASTER" is a registered trademark of McGraw Electric Company, makers of
"Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products.

"MORE WASHING-MACHINE SALES PER DEMONSTRATION-

THAT'S WHY I USE

Tide!



says **GEORGE H. FULFORD**,
owner of Fulford's Colony Appliance Store in
Washington, D. C., who sells Maytag, General Electric,
Westinghouse, Thor, Whirlpool, Norge and Bendix
Washing Machines

"Showmanship sells—that's why I use Tide whenever I demonstrate a washing machine!" says George H. Fulford. "What I do is borrow a pair of greasy overalls from a gasoline station . . . build up some Tide suds . . . and then toss the overalls into the machine. The results I get are dramatic! The immaculate overalls that come out really make a big impression on women. And the way Tide does away with soap film . . . leaves no soap scum floating on top of the water! That sure sells 'em! With Tide I'm sure of the cleanest clothes my machines are capable of," says George H. Fulford. "That's why I use Tide in my store—and keep customers satisfied by telling them to use it at home!"

Ride with



...

It's Smart Business

TIDE makes washing machines produce cleanest clothes!

- Tide gets clothes cleaner than any soap of any kind. Your customers discover this the minute they rinse out a Tide wash. Tide makes the washing machines you sell produce the cleanest clothes possible. Laboratory tests prove it!
- Tide banishes soap film—leaves no gray streaks on clothes!
- Tide eliminates all need for water softeners or bleaches!

It's Good Business

to recommend TIDE because more women use TIDE than any other product!

- More women use Tide in both automatic and conventional washers than any other product on earth. Tide outsells its nearest competitor by 3 to 1.

To Build Better Appliance Business:

- 1 When you build displays, use Tide—the 3 to 1 favorite!
- 2 When you're demonstrating a washing machine, use Tide—it gets clothes cleaner!
- 3 When you sell a washing machine, recommend the continual use of Tide—for satisfied customers!

For FREE display material, write to:
Tide Home Laundering Bureau,
1429 Enquirer Building, Cincinnati 2, Ohio.



America's Largest-Selling Washing-Machine Product!

See you at
the N.A.E.D.
Convention!

Featured again
in 1952

The Saturday Evening
POST

**INFORMATION
BOOTH
and
KEY LINE CLUB**



For the clearest picture of campaign progress...



Rauland PICTURE TUBES

Man, what a year for TV—and TV service profits! The richest menu of regular attractions ever offered to viewers... PLUS the party conventions, the campaign, the elections and inauguration! When viewers need replacement picture tubes, they'll want them fast—and good.

So remember that Rauland alone

offers these replacement profit advantages:

- The *most complete* line of replacement picture tubes... a far better supplement for your regular tube line than a second line of receiver tubes.
- The faster, *surer* installation adjustment made possible by the patented Indicator Ton Trap.

• The dependable, uniform *extra* quality that so many smart service men depend on for assured customer satisfaction.

• • •
Remember, Rauland research has developed more "firsts" in picture tube progress since the war than any other maker. And this leadership pays off... in your customers' satisfaction.

THE RAULAND CORPORATION



Perfection Through Research

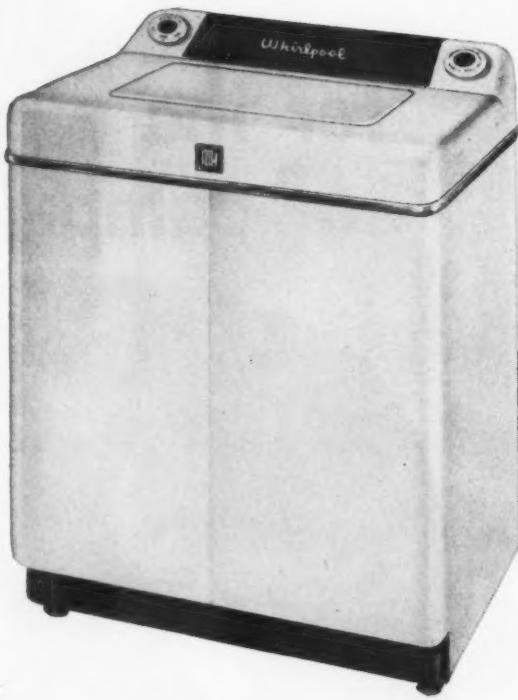
4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



Whirlpool®

lets its customers
in on a
washing wonder-

calgon!



A leader in the automatic washing machine field, WHIRLPOOL proves itself again a leader in helping its customers to find out about CALGON. WHIRLPOOL, knowing that CALGON lets any automatic washer do its best work,

gives each new
automatic WHIRLPOOL
machine owner
a free sample of
CALGON!



CALGON, used in any washing machine, gives the soap or detergent a chance to really get at the soil, prevents soap film, dissolves film already formed, and turns out a washing that's whiter, brighter, cleaner. At the same time, it keeps the inside of the washer clean, free of film or scum.

With WHIRLPOOL—along with other leading makers of automatic clothes washers—recommending CALGON, there's a terrific market for CALGON building up.



Get in on this huge Calgon market

Homemakers buy CALGON where they see it. Stock CALGON on your eye-level shelves . . . display it in your aisles, in your windows.

For PLUS sales—STOCK CALGON!

WRITE FOR CALGON LITERATURE

CALGON, INC. HAGAN BUILDING, PITTSBURGH 30, PA.

★ NON-COMPETITIVE! ★ EXCLUSIVE PATENTED FEATURES!
 ★ 25-YEAR EXCHANGER GUARANTEE! ★ MINIMUM INVENTORY! ★ MINIMUM INVESTMENT!
 ★ SALES AND MERCHANDISING PLANS! ★ BIG SALES POTENTIALS!
 ★ NO TRADE-INS! ★ NO PRICE CUTTING! ★ NATIONALLY KNOWN AND ACCEPTED!

Coroaire



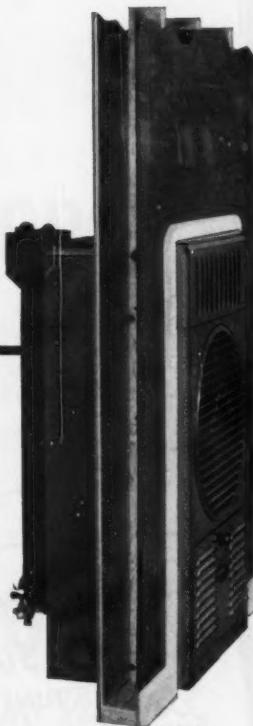
BIG PROFIT-PLUS LINE FOR APPLIANCE DEALERS!



COROAIRE-CONSOLE, Model 85-G in burl walnut or silver gray finish.



HOT-BOY, Model 52-B. Precision built packaged unit in the low-priced field.



IN-THE-WALL, Model 90-WM. Available in silver gray.

- PATENTED VENTURI TUBE CONSTRUCTION—NO COMPETITION.
- 50% OF ALL HOMES AND BUSINESS PLACES HEATED WITH SPACE HEATING UNITS—UNLIMITED MARKET.

Coroaire is creating new customers, new profits, new business for thousands of appliance dealers—without competing with present lines or franchises. And these extra profits are earned on lowest investment and smallest inventory of any major household appliance.

Built in only three models, Coroaire Heaters require little floor space to display—no engineering knowledge to install or service. The tried and proved sales and merchandising plan eliminates price cutting, trade-ins and repossession.

Sales come easy too! Designed, developed and perfected for the small home, apartments, stores, shops and all kinds of business places—Coroaire Heaters are acclaimed, endorsed and specified by the country's leading architects and builders. More than 50% of America's homes are heated by this type of unit. Write to:

THE COROAIRE HEATER CORPORATION
Dept. EM2, 1422 Euclid Avenue • Cleveland 15, Ohio



The COROAIRE has exclusive features found in no other equipment—the outstanding one being the Venturi Heat Exchanger. And they're so easy to install (average less than an hour).



YOUR MARKET IS EVERYWHERE—DOMESTIC AND COMMERCIAL



If you're a **NORGE** dealer you've
got a Gold Mine in your Front Yard

THE
NORGE *Time-Line*
AUTOMATIC WASHER

**THIS IS
WHY!**

NORGE AUTOMATIC
WASHERS ARE THE HOTTEST
IN THE ENTIRE APPLIANCE FIELD!

We've told you so, but you don't have to take our word for it. Sales prove it. Satisfied owners prove it . . . and they're passing the good word along to their friends. The

Norge Time-Line Automatic is a real gold mine for dealers. Promote it, demonstrate it—and watch your sales curve start UP . . . and STAY UP!

The Norge Time-Line Automatic invites comparison on every count . . . LOOKS . . . PERFORMANCE . . . PRICE

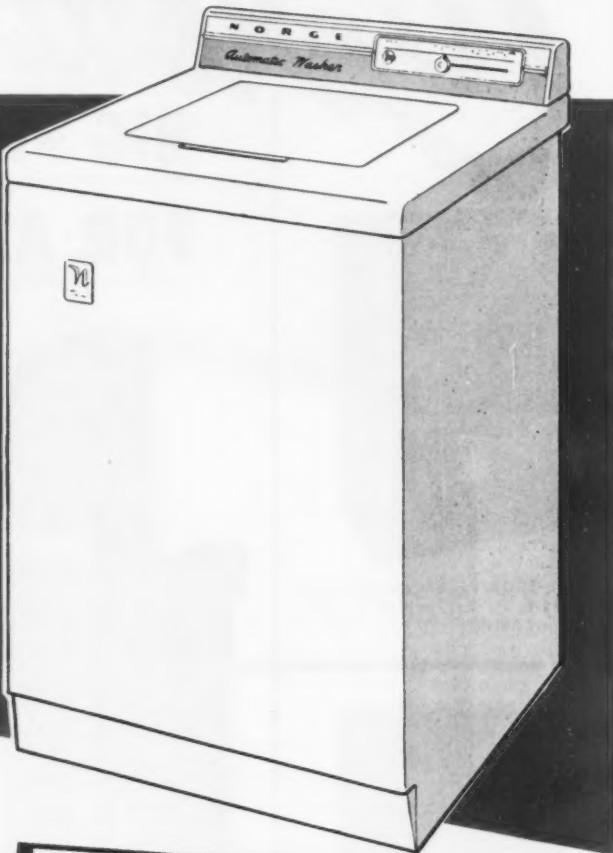
• **WASHES BETTER**—Gets clothes cleaner—by actual test—than any other washer known!

• **RINSES BETTER**—Five warm rinses including agitated overflow and mist-spray, yet it uses less hot water!

• **DRIES BETTER**—Clothes come out fluffy, almost dry enough to iron—but there's no tangling, no bunching!

• **SELLS BETTER**—From its sleek, modern styling to its streamlined price, the Norge Time-Line Automatic Washer gives women what they want.

Completely automatic from fill to finish—yet the amazing Time-Line control lets women wash *their way*, vary washing cycle at a finger-touch.



See the entire Norge line
at the **SUMMER MARKET**
JUNE 16 through 26
Furniture Mart • Space 522
Merchandise Mart • Space 234

YOU WON'T KNOW WHAT YOU'RE MISSING IF YOU DON'T SEE

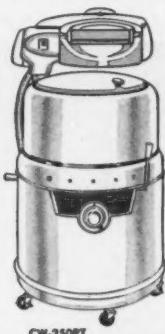
EVERYTHING NORGE makes

NORGE makes right...and NORGE offers you a full appliance line!



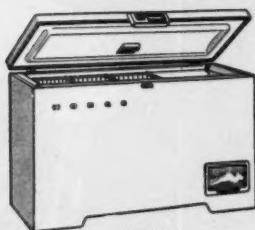
NORGE *Refrigerators*

8 top-value models—including 2 Jet Self-D-Frosters—simplest, most practical automatic defroster of all. And a spear-head model (810)—deluxe equipped for only \$269.95 retail!



NORGE *Conventional Washers*

8 models with famous Norge Triple-Action that gets clothes cleaner, does it faster. Models for every budget—from deluxe CW-250PT to big-buy CW-220 that retails for \$99.88!



NORGE *Home Freezers*

3 streamlined models—a size for every family. New convenience-features, real dependability backed by 5-year Protection Plan . . . and *priced right*, too!



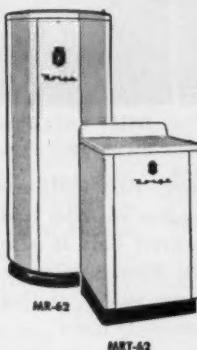
NORGE *Electric Ranges*

8 Blended-Heat models including 2 with exclusive Pick-A-Pan cabinets that end pan-groping, and exclusive Tele-Speed lights on back panel.



NORGE *Gas Ranges*

9 outstanding models including 2 new CP ranges with exclusive Pick-A-Pan cabinets, plus N-3A that retails for \$99.88.



NORGE *Water Heaters*

Vertical and Table Top models—12 to 82 gallon sizes. Norge direct-projection heats water faster, cheaper. Magnesium anodes check tank rust. 10-year Protection Plan!

NORGE . . . *The line that pays off for the dealer!*

Oster SALES ZOOMING!

REG. U.S. PAT. OFF.

Get your share of the profits from this fast-moving line



OSTERIZER — the *only* liquefier-blender with exclusive removable container bottom. Perfect gift.



OSTERETT Portable Mixer — the *only* light-weight, powerful mixer for every mixing need.



OSTER Stim-u-lax Junior — the *only* massage instrument with suspended motor action. For he or she.



OSTER Airjet Hair Dryer — the *only* hair dryer with "jet" design. Ideal for home use.



OSTER Knife Sharpener — the *only* Double-Action electric knife sharpener. A kitchen necessity!



OSTER Electric Clippers — the dependable low-cost clipper with universal motor. A family need.

DEALERS report sales better than ever. And little wonder. For Oster feature-packed electric housewares are sales leaders for the department . . . work miracles in homes every day. It is smart to display, feature and sell the *entire* Oster line. Remember, every Oster item has an exclusive feature that makes it easy to sell and assures fast, steady turnover. So, get set to profit with Oster now!

JOHN OSTER MANUFACTURING CO., RACINE, WIS.

Oster
REG. U.S. PAT. OFF.

See us at Booths 1101 and 1102. Plan to make the Oster booth your first stop at the National Housewares and Home Appliance Manufacturers Exhibit, Atlantic City Auditorium — Atlantic City, New Jersey.



© 1952

THE FASTEST GROWING ELECTRIC HOUSEWARES LINE IN AMERICA

Ready NOW! Arvin

all-channel tuning

at the turn of a knob!



Model 517STM-UHF—17" Dual Power Custom Chassis table model, complete with Arvin's up-to-the-minute built-in UHF-VHF Dual Tuner that gets all channels! More power, more tubes, more features than any of the three present top-selling models! 38 tubes, including picture tube and rectifiers.

VHF CHANNELS
2 to 13...

UHF CHANNELS
14 to 83...



Model 5218CA-UHF—21" Dual Power Custom Chassis console model with all the famous Arvin styling, picture clarity, and Velvet Voice tone. 28 tubes including picture tube and rectifiers, and built-in UHF-VHF Dual Tuner that gets ALL channels!

*All 82 channels combined in
Arvin's exclusive Dual Tuner*

NEWEST TV ENGINEERING MIRACLE!

Arvin is first to give you the complete answer to the whole revolutionary UHF situation. The exclusive Arvin Dual Tuner, developed by Arvin engineers, is now available in the famous Arvin Dual Power Custom Chassis, in table models and consoles, in 17-inch and 21-inch sizes.

What the Arvin Dual Tuner means to the user is this: He can receive *all* VHF and UHF channels within range, from 2 through 83, without calling in service man, without buying a converter, without installing strips. What's more, if he moves to another

location, he can still get all UHF channels in the new spot, wherever it may be. This is a tremendous sales advantage.

These magnificent Arvin models are your key to the whole UHF-VHF future of TV. Get all the facts from your Arvin distributor now.

Radio & Television Division

ARVIN INDUSTRIES, Inc., Columbus, Indiana
(Formerly Moblin-Sparks Industries, Inc.)

Distributors and dealers are invited
to visit Arvin Showrooms at:
8-14 W. 30th St., New York City
150 N. Wacker Drive, Chicago

No service calls needed to install strips or other gadgets...IT'S COMPLETE!

AMERICA'S NEW MIXER SENSATION.

"DORMEY"



FEATURE DORMEYER FOR FASTER TURNOVER!



DORMEYER FRI-WELL



DORMEYER FOOD-FIXER



DORMEYER
MEAL-MAKER



DORMEYER BLENDER



SUPER! 6

5 full-powered speeds!

Lighter weight!

FINGER-TIP
Beater release!

Full size beaters!

One-hand operation!

Only \$19⁹⁵
Retail!
Stands on base...
for easy draining!



DORMEYER

Every sale made by or through a dealer

*That's why the HOOVER® Franchise
really means something
to you*

A. Easiest cleaner in the world to empty—the beautiful new Hoover Aero-Dyne Tank Cleaner. Precision engineered for highest cleaning efficiency of any suction-type cleaner.

B. The only cleaner in the world that utilizes three cleaning principles. Beats, as it sweeps, as it cleans. Gives longer life to rugs, preserves colors, too.



THE HOOVER COMPANY
North Canton, Ohio • Hamilton, Ontario, Canada
Perivale, England

PAGE 46

Playing square with the dealer makes the Hoover dealer-plan make sense. It also makes a lot of sense that the Hoover Cleaner can be sold in volume in retail stores without resorting to a bag of tricks or "special inducements."

New Hoover models have the smart good looks that catch a woman's eye . . . more honest features that you can point to in a simple but convincing demonstration . . . plus the known reliability of a

company that has stood behind every vacuum cleaner it has made for more than 40 years.

Your customers know this. That's why a great majority of them state (as disclosed by a 1952 market study) "When I buy a new cleaner it's going to be a Hoover."

And Hoover goes on record that, on every Hoover sale, a store like your own will get full credit and take a full profit.

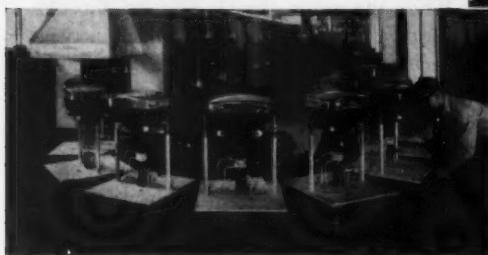
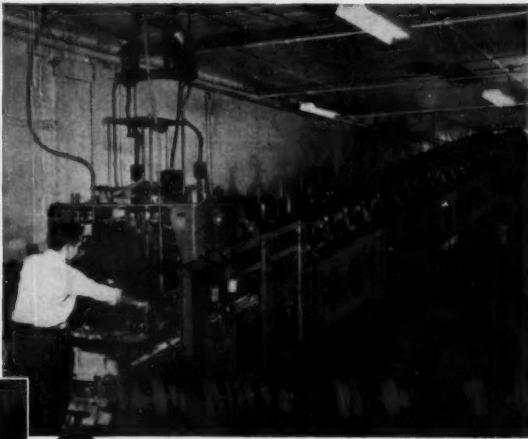
JUNE, 1952—ELECTRICAL MERCHANDISING

"Let Me Tell You How It Happened..."

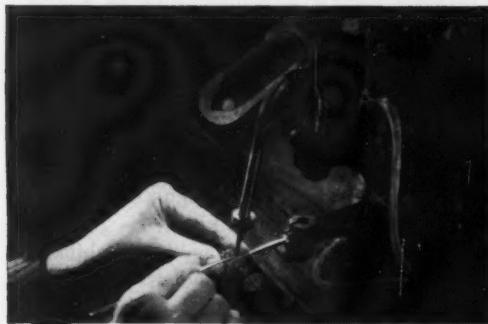


Carl Vinegloss,
Al's Radio,
Lawrence, Mass.

"FOR YEARS I'VE BEEN BUYING TUBES...A LOT OF THEM CBS-HYTRON. But I didn't know too much about CBS-Hytron. Sure, I'd seen their ads. Read about their original rectangular tube. Their IX2A, 6BQ6GT, 12BH7, 12BY7, etc. Their handy service tools. (I just couldn't get along without my Soldering Aid.) Their Budget Plan. And so on.



"I like to know the fellows I buy from though. So last week I drove over to Salem. The CBS-Hytron gang, from President Bruce A. Coffin down, gave me a real welcome. Also the low-down on CBS-Hytron tubes, and what's behind them."



"First off, I discovered that CBS-Hytron is *big*... and getting bigger fast. I saw receiving tubes rolling out of their combined Salem and Newburyport plants at 300 a minute! With their new Danvers plant, it'll be 600 a minute! And their picture tubes run at 5000 a day! You may already know that CBS-Hytron is now a division of Columbia Broadcasting System, Inc."



"CBS-Hytron has a saying, 'Tubes are known by the company they keep.' In their shipping rooms, I saw tubes being rushed out to most of the top manufacturers and jobbers I ever heard of... and lots I don't even know."

"The reason for all the popularity wasn't hard to find. I never saw such painstaking manufacturing and testing in my life. From raw materials to finished tube. Every single tube gets the works.

"And is making tubes complicated! That ingenious machinery does everything but talk. The flying fingers of the girls assembling the tubes, though, are what caught my eye. I just couldn't believe you could get that watch-like precision with that amazing speed. And talk about engineers! I saw electronic, mechanical, chemical, metallurgical, production, industrial engineers by the score.

"I've read that CBS-Hytron's picture-tube plant is the most modern in the world. I believe it. It's really something the way that push-button, automatic plant handles those big bottles. And that new Danvers receiving-tube plant is more of the same. Floor space covers approximately five acres. Main production floor is longer (500 feet) than the longest home run ever hit by Babe Ruth. That plant has everything. They tell me the whole idea was to produce at economical top speed the finest receiving tubes in the world. To my way of thinking, they succeeded.

"Believe me, I'm glad I made that trip to CBS-Hytron. They're a real on-their-toes outfit. Before I never was too fussy what standard brand of tube I bought. But now I want CBS-Hytron, and that's that! You would, too, if you'd seen what I have."

AN OPEN INVITATION ...

to all service-dealers and their distributors. You are mighty welcome to drop in at CBS-Hytron any time. How about this summer?



Some Things Are WORSE THAN STRIKES

This editorial which appears in McGraw-Hill publications was written just prior to the resignation of Charles E. Wilson as Director of Mobilization. The principle it discusses is of basic and continuing importance in our struggle to maintain economic and personal freedom in America.

It is to be hoped that the managements of the steel industry will resolutely resist the efforts of the national Wage Stabilization Board to force them to establish the union shop in their plants. In essence, the union shop means compulsory union membership.

They should resist not because of any financial advantage to the owners of the industry. There would be none. They should resist out of a decent regard for those ideals of our country which we are now fighting in Korea to protect. Moreover, their resistance would, as a matter of fact, benefit the leaders of the organized steel workers by protecting them from the certain and bitter fruits of their "victory" in getting the government to impose the union shop on the steel industry. Their successful resistance would also prevent Premier Stalin and his co-workers from enjoying a hearty laugh at our expense.

Fun for the Russians

This is why the Politburo would find the establishment of the union shop in the steel industry, at the behest of the Wage Stabilization Board, so profoundly amusing. We are fighting in Korea because we believe that armed aggression, promoted by Russia, menaces our freedom. And we are spending hun-

dreds of billions of dollars here at home for armament to protect our freedom at other danger points. When this rearmament program is threatened by a crippling strike, the federal government through its Wage Stabilization Board proposes to buy off the threat by plowing under a vital element of that freedom which we are trying so desperately to preserve.

When the union shop is adopted through voluntary agreement, as it has been in cases covering millions of workers, it deeply undercuts the freedom of the individual. To hold his job he is required to join the union and support it financially whether he wants to or not. In the case of such voluntary agreement, however, the government takes no direct part in thus destroying the freedom of its citizens. It is essentially a private transaction.

Tyranny is the Word

But in the steel case the federal government becomes a party to a direct attempt to impose the union shop. Instead of protecting its citizens in their right to earn a livelihood, the government forces certain of them to join and support a private organization which they have clearly indicated they do not want to join. This they must do to hold their jobs. Tyranny is the accepted designation of government coercion of this kind.

It may be objected that the Wage Stabilization Board merely recommends the union shop, does not order it. This was also true of the action recently taken by a President's Emergency Board, which also "recommended" that working agreements between the

railroads and about a million non-operating railroad employees include a provision for the union shop. A government recommendation, however, can easily be given much of the force of an order, particularly by the calling of a strike to "uphold the hand of the government."

It seems entirely clear that in trying to impose the union shop on the steel industry the Wage Stabilization Board has completely lost its bearings. It was set up to handle labor problems to tide over an emergency. Now it comes up with a revolutionary modification of labor relations in the steel industry which, if adopted, would become a permanent part of the institutional machinery of the industry.

"Too Much Like Hitler"

Early in World War II an effort was made to have the federal government order the union shop for a group of organized coal miners. President Franklin D. Roosevelt, who will go down in history as one of organized labor's greatest champions, blocked it. "That," he said, "would be too much like the Hitler methods toward labor." But now, with supreme irony, the federal government fosters this Hitlerlike method toward labor ostensibly to advance our conflict with Stalin.

In persuading the Wage Stabilization Board to sponsor the union shop for steel workers, there is every reason to believe that the union leaders have trapped themselves. If the government imposes the union shop, a next step clearly becomes necessary. This is government regulation of the union in order to provide a modicum of protection for the minority that would be forced by the government to join against their will. It could be that for a time the government would ignore this obligation. But, having granted the union the power to eliminate the minority, it would sooner or later be forced to regulate the use of that power. Thus free collective bargaining and freedom itself would be the losers.

An Issue of Basic Principle

Resistance to a government-sponsored union shop for the steel industry is bound to bring harsh denunciation both from the administration and union leaders who have teamed to back it. Not only does the union shop relieve the union leaders of the problem of recruiting members, it also eliminates a group of workers that they stigmatize as "free riders"—namely, those who work for companies which have a working agreement with a union but do not join the union. In the basic steel industry about 10 per cent of those who work for companies with union agreements are not members of the union. Such a small percentage of non-members is obviously no threat to the "security" of the union, although that is what the drive for the union shop ostensibly is designed to protect.

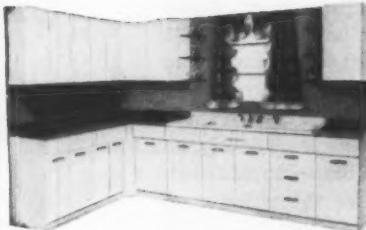
In the reporting of the present labor dispute in the steel industry virtually all of the attention has been focussed on the handling of the issue of a wage increase and how large it should be. This, to be sure, is vitally important. Mobilization Director Wilson has said it is "a serious threat to our year-old effort to stabilize the economy." But certainly of comparable importance is the tremendous issue of principle raised by the government's backing of the union shop for the steel industry.

If the position of the Wage Stabilization Board on the union shop prevails, our government will have blunted the arms we are forging to fight for our freedom abroad by undermining a major bulwark of our freedom right here at home. At this critical time in the struggle to preserve and protect our freedom such a subversive course should be resisted to the limit.

McGraw-Hill Publishing Company, Inc.

3 big reasons why you can make money with **MURRAY**

The finest and most complete Kitchen Cabinet Line!



Carefully designed Cabinet Sinks in 66", 54" and 42" sizes... in a great variety of drawer, cupboard and basin combinations ...to fit any kitchen and budget! There are Murray Cabinet Sinks with shallow basins, deep basins, as well as combinations of both. Double drainboards, single drainboards, either right or left-hand!

Murray Wall Cabinets, too, are made in wide variety to solve any kitchen prob-

lem. Streamlined (no handles) for easy cleaning. Adjustable shelves for complete flexibility.

Murray Base Cabinets in 15", 18", 21", 24", 27", 30" widths have varied arrangements of drawers and cupboards, as well as removable open bar shelves. Tops available in 8 different decorator colors!

Murray Fillers, Sealers, etc., complete the picture!



The ONLY Kitchen Line with a complete line of GAS and ELECTRIC RANGES!

Style-matched Murray Ranges harmonize perfectly with a full Murray Kitchen. No other kitchen line can offer this valuable feature. Your customers want ranges that line up with base cabinet depth. They like

the uniformity so essential to a truly modern kitchen! Murray Gas Ranges and Electric Ranges are made in 20", 36" and 40" widths, with all the easy-to-clean and automatic control features customers demand.

Powerful MURRAY backing to help you SELL!

Sales-making 4-color national Murray advertising in outstanding publications has reached millions of your potential customers...and has made the Murray name known from coast to coast!

To help you sell, Murray has a proved

Dealer Co-operative Advertising Program for local impact. In addition, you have specially-prepared Point-of-Sale Material, Direct Mail Literature, Training Aids, Selling Aids...all the ammunition to help you make more money with Murray!



Get full details TODAY about the great new
MONEY-MAKING MATCHED STEEL KITCHEN LINE!

MURRAY

THE MURRAY CORPORATION OF AMERICA, Home Appliance Division, SCRANTON 2, PA.

BIGGEST NOISE SINCE THE ATOM BOMB

ONLY DULANE CAN GIVE YOU THIS
GIGANTIC D-200 PROMOTION

EVERYBODY'S
TALKING
ABOUT IT!

THE PROMOTION
OF A
LIFETIME!

ASK YOUR
DISTRIBUTOR ABOUT
THE BIGGEST
DULANE PROMOTION
IN THE
METEORIC RISE
OF FRYRYTE

DULANE
Fryryte
Original Automatic Electric Deep Fryer

A PROGRAM OF
UNPRECEDENTED
CONSUMER APPEAL

GOING OVER WITH
A BANG!—GIVES
IMMEDIATE SALES
RESULTS

EVERY CONCEIVABLE
MERCHANDISING AID

Real Values
Powerful Selling Mats
Store Displays
Consumer Literature
Window Material
Radio Scripts
T-V Commercials
Sales Letters
Co-op Advertising



DULANE, INC., RIVER GROVE, ILLINOIS

COOLERATOR has a refrigerator for every customer!

"I want a refrigerator and freezer in one—plus perfected automatic defrost!"



Model RTA-119
11 cu. ft.

Makes no difference what your customer is looking for—you'll have it right on your selling floor if you have the Coolerator line. Whether she wants the biggest refrigerator she can buy at just about the smallest price, whether she wants to fit her refrigerator into a tiny kitchen, whether she's sold on the convenience of automatic defrost, or whether she's a natural for a freezer-refrigerator combination—you'll have the model that will sell her.

"I want perfected automatic defrost!"



Model RDA-117
11.1 cu. ft.

"I want a big refrigerator at a low price!"



Model RA-127
12 cu. ft.

"I want a full size refrigerator that fits in a narrow space!"



Model RA-86
8.1 cu. ft.

ALL THE MOST WANTED FEATURES

Plus . . . sheer beauty of appearance . . . highest quality construction . . . powerful national advertising and promotional support . . . make these refrigerators, developed by Coolerator and International Telephone and Telegraph Corporation, real profit-makers for you.

See your distributor for details about

Coolerator's *complete* refrigerator line (shown are just 4) or write us direct, The Coolerator Company, Duluth 1, Minn.

Watch for FULL-PAGE, 4-COLOR ads in current issues of

SATURDAY EVENING POST
LADIES' HOME JOURNAL
GOOD HOUSEKEEPING
SUCCESSFUL FARMING

BETTER HOMES AND GARDENS
McCALL'S MAGAZINE
SUNSET
HOUSEHOLD FARM JOURNAL

Coolerator
REFRIGERATORS, FREEZERS,
RANGES

AN I.T.T.
ASSOCIATE

See them at the SUMMER MARKET, Suite 11-107, MERCHANTISE MART, Chicago

If that's you writing this order, you're lucky. You didn't even know she was a prospect until she came in to buy. She hadn't gotten any direct mail or telephone calls or seen any salesmen. But she thought about the purchase for three months, finally picked it over other appliances and a fur coat



What Did YOU Do to Make This Sale?

By CLOTILDE G. TAYLOR

A RECENT survey of sales of electrical appliances and television made in a western city reveals that in ninety-four percent of the purchases, the dealer had known nothing about the customer's interest in the product until she walked into his store to inquire concerning it. All his efforts at selling, and those of his salesmen, centered in the period after the customer had started the sale herself.

And yet, said the customers interviewed, they had begun in almost every case to think about the purchase at least ninety days earlier. Some of them had thought the matter over for more than a year before they had at length convinced themselves and their husbands that they wanted the appliance sufficiently to expose themselves to the tactics of a dealer's salesman. During that initial period the actual selling of the appliance took place. The desire was born, was fostered or placed in hazard by the various stimuli received from advertising, from word of mouth, from articles read, from personal experiences.

Very few of the customers reported receiving any help from the electrical dealer while they were making up their minds. Eighty-one percent of them testified that they had not been called upon in their homes during that period by any representative of an electrical retail store. Over ninety percent had not been contacted by telephone. More than sixty percent had not received

any direct-by-mail advertising pertaining to anything electrical. More than half the sales made had not been followed up in any way, which means that the interest of their neighbors was not utilized. In a large majority of purchases, nevertheless, the customer had decided what brand of appliance she wanted before she finally entered the store to make the purchase.

Dealers Compete Only With One Another

With very few exceptions, then, it is clear that all the efforts put out by the dealer and his salesmen were devoted simply to preventing the customer from leaving the store after she had entered it, and going to that of another dealer. The actual selling of the appliance had been done by neighbors, by articles in home and women's magazines, and by national advertising programs. In only about forty percent of the sales did the salesman even have the opportunity of selling the merits of his brand against competing models. In the remainder of the cases the customer's mind was already made up before she came in. The salesman's function, then, more than half the time was simply to refrain from "unmaking" her mind, to avoid giving offense, to explain the operation of

the appliance so that the customer might get satisfactory service once it was installed in her home, and to write the order slip.

Why did the customer finally choose one particular store in the end? Because, ran some of the answers: "It carried the brand I wanted," "It looked as though it had adequate stock," "I had enjoyed good repair service from them," "I read their advertising," "My neighbor recommended them," "I had bought something from them before." A little more constructive selling might have added other reasons for the choice.

Here on the following pages is the picture story of one customer from the time the initial impulse to buy an electrical dryer entered her head on the 14th of February, until her final entry into a dealer's store to make the purchase three months later. During that crucial ninety days she led herself and her husband to the buying point, the electrical appliance finally winning out against the competition of many other desirable items. Did you do anything during those important three months to help her to decide to buy the electrical product in which she was interested—or to help her to decide to buy it from you?

Was it your store she entered on May 14th?

How This Sale Was Made—on the next two pages →

What Did You Do? (Continued)

IN THREE MONTHS, NO DEALER HELPED THIS PROSPECT DECIDE TO BUY



Mrs. Customer comes home to find the wash she had left on the line drenched by a sudden shower. She begins to think about the advantages of an electric dryer, such as was described in that article in her woman's magazine.

DO YOU OR YOUR MANUFACTURER EVER MAKE USE OF SUCH ARTICLES?



After dinner she talks it over with her husband, who listens sympathetically, but points out that he had thought of investing in some needed tools for his workshop. They compare advertisements.

ARE SUCH EDUCATIONAL ADS AVAILABLE TO YOU?



She happens to notice a dryer in the window of a dealer's store as she passes, but is not sure how her husband feels about it and doesn't want to start anything she can't finish, so doesn't go inside to inquire.

DID YOU HAVE AN EFFECTIVE WINDOW DISPLAY?



A neighbor who has become a salesman for a new roof insulating material calls to give a demonstration. Her husband is really interested in this and seriously considers buying it. The dryer idea is temporarily shelved.

DID A SALESMAN FROM YOUR STORE CALL OR TELEPHONE?



For the next few weeks, Mrs. Customer keeps an eye open for local ads which will give her further information about dryers. She is interested in how much space they take up, cost of operation, price, terms, etc.

DID SHE FIND AN AD FROM YOUR STORE IN HER NEWSPAPER?



She receives some direct mail advertising on a summer fur coat sale. Of course, she doesn't really need a fur coat at the moment, but they sound like awfully good values. If they didn't buy that dryer this year . . .

WAS THERE ANYTHING FROM YOUR STORE IN HER MAIL?



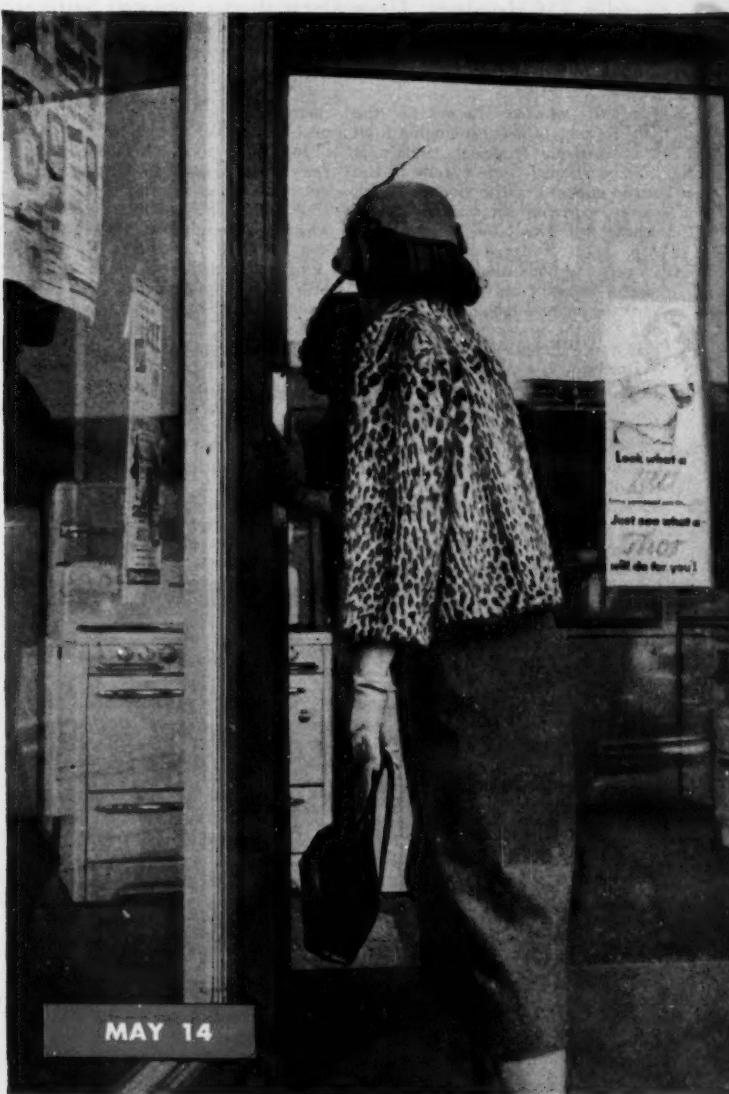
Her husband brings home an important business guest in another rainstorm just when she has hung the wash about the sitting room to dry. She talks to friend husband for the next three nights about owning a dryer.

WHAT AMMUNITION HAVE YOU GIVEN HER TO USE?



She learns that her neighbor has a dryer and goes over to look at it and ask questions about how it works, and whether it gives any trouble. She is impressed, but is not sure whether this model will fit into her porch.

DID YOUR SALESMAN USE THE USER?



Three months after her initial impulse, she has finally sold herself and walks into a dealer's store to take the first steps toward the actual purchase of an electric dryer.

WAS IT YOUR STORE SHE ENTERED?

COSTS UP... PROFITS DOWN

NARDA'S sixth annual cost-of-doing-business survey highlights the plight of appliance and radio-TV dealers. Compare these figures with your own to see how your business measures up

SOME obvious reasons for the screams of anguish coming from thousands of dealers these days may be gleaned from a study of the sixth annual costs-of-doing-business survey, covering the year 1951, recently completed by the National Association of Appliance and Radio Dealers. What's more, the report is careful to point out that the dealers surveyed are probably "above average" and that the dealer body as a whole may have suffered even more.

Briefly, it is a picture of declining sales (only 4 out of 10 dealers showing increases in 1951 over 1950); a slight increase in the cost of goods sold; a further slide in gross margins to the lowest point in the six-year history of the studies; a sharp increase in operating costs (3.4 percent); and a sharp decline in net profits (down from 6 percent to 2.9 percent).

Dealers laid the chief blame for this sorry state of affairs on price-cutting and excessive trade-in allowances, together with other factors such as the shortage of good sales help, insufficient margins, etc. This year, price-cutting again rates as No. 1 obstacle, followed by lower consumer demand and the trade-in problem.

Sales and Inventory Results

Only four out of every ten NARDA dealers participating in the Association's sixth annual costs-of-doing-business survey showed an increase in dollar sales volume in 1951, by comparison with 1950. (This contrasts with the 8 out of 10 in 1950 who showed a sales gain over 1949.)

However, there were enough large sales gains within the minority group in 1951 to prevent the aggregate sales total from showing a sharp decline from 1950. In fact, total dollar sales accounted for by the 70 percent of all participating dealers who submitted comparative sales figures for both 1951 and 1950 showed a decline of only 2% in the latest year. This was a favorable showing by comparison with the 11% sales decline reported by the Department of Com-

merce as applicable to all U. S. appliance-radio dealers.

In 1950 the NARDA dealers showed a sales gain of 23% over 1949 compared to an increase of 25% for all U. S. appliance-radio dealers. Thus, whereas this result (for 1950) revealed the NARDA dealer performance as being substantially in line with the U. S. average for this trade, the 1951 result of a 2% drop for the NARDA dealers against a drop of 11% for all U. S. dealers indicates that the 1951 NARDA survey participants' performance is not to be construed as "average", but rather as something better.

When we consider, in the light of this, the fact that the "above average" NARDA group of dealers suffered a decline of 39% in dollar profits in 1951, we come face to face with the startling deduction that real woe may

have been the lot of the "average" appliance-radio dealer last year. (See Table 1).

Trade-In Ratio Rises Again

The ratio of trade-ins to the physical unit sales of refrigerators, washing machines, and ranges in 1951 showed the fifth consecutive rise since 1946. In the case of refrigerators there was a jump of 14 percentage points as between 1950 and 1951. The vacuum cleaner trade-in ratio dropped to 28% in 1951 from 36% in 1950. The television trade-in ratio, first computed in the survey report for 1950, showed an increase to 15% in 1951 from 13% the previous year. (See Table 3)

Inventory Turn Slows Down

The inventory turnover rate shown by the NARDA dealers participating

in the 1951 survey was 3.3 times, compared to the 1950 rate of 4.3 times, and 3.8 for 1949. Dealers who reported the value of their inventories as of the beginning and the end of 1951 showed an average increase of only 6% in inventory holdings at the close of the year by comparison with the year's starting figure. This small rise contrasts sharply with the fact that at the end of 1950 the average inventory was 49% higher than at the start of that year.

It is just possible that the sad experience of 1950 contributed strongly to a general effort throughout 1951 looking toward the achievement of a better balanced inventory condition. In last year's NARDA Costs-of-Doing-Business survey report it was pointed out that wide swings in inventory positions (within the short period of a year) can mean the ruination of many businesses.

Operating Ratios and Profit Results

Seventy percent of all the dealers reporting in the 1951 survey furnished comparative dollar sales and profit figures for both 1951 and 1950. As previously indicated, this group of dealers showed a 2% drop in sales from 1950. At the same time they suffered a 39% decline in dollar profits.

Eighty-five percent of all the dealers participating in the 1951 survey showed some dollar profit. In 1950, dollar profit was shown by 92% of all the dealers participating in the survey for that year.

Many of the dealers who realized some profit in 1951 were so close to the no-profit line that a slight shove would have put them in the red.

The 1951 net profit ratio to net sales for all reporting dealers was 2.9% compared to 6.0% in 1950, 5.2% in 1949, 4.6% in 1948, 6.8% in 1947 and 8.5% in 1946. The reasons for the 1951 profit ratio being shaved down by more than 50% in comparison with 1950 are indicated in the following section which discusses the operating cost ratios. (See Table 3.)

In 1951 these dealers experienced

SUMMARY OF MAIN FINDINGS

- **Dollar Sales in 1951 dropped 2% from 1950**
- **Net operating profit ratio skidded to 2.9 in 1951 from 6.0 in 1950**
- **Cost-of-goods-sold ratio declined to 68.8 in 1951 from 69.2 in 1950**
- **Gross margin showed a slight rise**
- **Total operating cost ratio rose sharply to 28.2 in 1951 from 24.8 in 1950.**
- **Television took first place in the sales standing.**
- **Washing machine sales displaced refrigerators for second place.**
- **Service costs set a new high.**
- **Dealers cited price cutting, excessive trade-in allowances, and shortage of good salesmen as major obstacles in 1951.**

TABLE 1. Appliance Sales Breakdown by Products

| Appliance | Percentage of Total Sales | | | | | |
|------------------------|---------------------------|-------|-------|-------|-------|-------|
| | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Television | 27.5 | 13.7 | 11.3 | 4.4 | — | — |
| Washing Machines | 19.4 | 18.6 | 14.1 | 16.9 | 18.0 | 16.0 |
| Refrigerators | 17.9 | 28.3 | 27.8 | 28.6 | 24.0 | 19.0 |
| Ranges | 10.1 | 12.4 | 10.0 | 12.2 | 13.0 | 12.0 |
| Radios | 2.8 | 4.6 | 7.2 | 7.8 | 17.0 | 17.0 |
| Freezers | 2.5 | 4.7 | 3.1 | 2.5 | — | — |
| Vacuum Cleaners | 0.9 | 2.2 | 1.7 | 1.4 | 3.0 | 3.0 |
| Other Sales | 18.9 | 15.5 | 24.8 | 26.2 | 25.0 | 33.0 |
| Dryers | 2.7 | — | — | — | — | — |
| Air Conditioning | 0.7 | — | — | — | — | — |
| Other Major Appliances | 10.0 | 11.1 | 15.7 | 19.4 | — | — |
| All Small Appliances | 5.5 | 4.4 | 9.1 | 6.8 | — | — |

TABLE 2. Trade-In Percent to Physical Unit Sale of Five Key Items

| Appliance | % of Sales Accompanied by Trade-Ins | | | | | |
|------------------|-------------------------------------|------|------|------|------|------|
| | 1951 | 1950 | 1949 | 1948 | 1947 | 1946 |
| Refrigerators | 56 | 42 | 35 | 18 | 11 | 3 |
| Washing Machines | 52 | 49 | 41 | 27 | 19 | 4 |
| Ranges | 40 | 36 | 26 | 16 | 9 | 2 |
| Vacuum Cleaners | 28 | 36 | 31 | 22 | 26 | 10 |
| Television | 15 | 13 | — | — | — | — |

a total operating cost rise of \$3.40 for every \$100 of net sales by comparison with 1950. In the face of this, a 40-cent increase in gross margin—brought about by a comparable lowering in cost-of-goods-sold—was of small effect as a preventive against the net profit ratio tailspin (from 6.0 in 1950 to 2.9 in 1951). It is interesting to compare this development with what happened in the two preceding years.

In 1950 the NARDA dealers who reported in that year's survey achieved an increase in their net profit ratio, by comparison with 1949, through a reduction in the total operating cost ratio that was sufficient to more than offset a rise in the cost-of-goods-sold ratio. This was the reverse of the 1949 development in which a drop in the cost-of-goods-sold ratio negated the effect of a rise in the total operating cost ratio, thus bringing about a net profit gain over 1948.

So, in 1951, the result was neither fish nor fowl, partaking of one of the characteristics of the 1950 and one of the 1949 pattern, and showing a net profit trend contrary to both.

In Table 3 the 1951 national operating cost and profit ratios are set forth along with comparable figures for previous years back through 1946. Following is a discussion of the main find-

ings relating to the individual elements included in this tabulation.

Net Sales. (In the NARDA surveys, net sales combines sales of merchandise and revenues from service. In 1951, revenue from service comprised 8.6% of the combined total compared to 7.4% in 1950 and 8.4% in 1949.) All operating cost elements are expressed as percents of net sales, the latter having the value of 100.

Cost of Goods Sold. (Inventory at cost as of January 1, 1951, plus all purchases at cost during 1950 minus inventory at cost as of December 31, 1951. Includes cost of merchandise in addition to cost of service parts and supplies.) In 1951 the cost-of-goods-sold ratio for the reporting NARDA dealers amounted to 68.8% of net sales, or \$68.80 of every \$100 of sales. In 1950 this ratio was 69.2, the highest ever shown in the six years of the NARDA surveys, and the 1951 ratio of 68.8 was second only to this peak, by barely topping the 1948 ratio of 68.7.

Gross Margin. (The difference between net sales and cost of goods sold; sometimes called "gross profit".) The 1951 gross margin was 31.2% of net sales. The 1950 gross margin of 30.8 was the lowest for the six years starting with 1946 and the 1951 figure (31.2)

TABLE 3. National Operating Cost and Profit Ratios, 1951—1946

| National Averages | | | | | | |
|---|-------|-------|-------|-------|-------|-------|
| Line | Item | 1951 | 1950 | 1949 | 1948 | 1947 |
| 1. Net Sales* | | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 2. Cost of Goods Sold** | | 68.8 | 69.2 | 67.2 | 68.7 | 67.0 |
| 3. Gross Margin (Line 1 minus Line 2) | | 31.2 | 30.8 | 32.8 | 31.2 | 33.0 |
| 4. Total Operating Costs (A thru E) | | 28.3 | 24.8 | 27.6 | 26.7 | 25.4 |
| A. Administrative | | 20.4 | 16.9 | 19.1 | 18.6 | 18.2 |
| (1) Owners' and/or Mgrs.' Salaries | | 4.1 | 3.6 | 3.5 | 3.5 | NS |
| (2) Office Salaries | | 1.6 | 1.5 | 2.0 | 1.8 | NS |
| (3) Salesmen's Pay | | 5.6 | 4.8 | 5.5 | 5.5 | 4.8 |
| (4) Service Men's Wages & Exp.. | | 5.7 | 4.5 | 4.7 | 4.7 | 3.3 |
| (5) Delivery Expense | | 1.8 | 1.4 | 1.7 | 1.7 | NS |
| (6) Other Administrative Expense | | 1.6 | 1.1 | 1.7 | 1.4 | NS |
| B. Occupancy Expense | | 2.5 | 2.6 | 2.6 | 2.8 | 3.0 |
| C. Advertising Expense | | 2.7 | 2.2 | 2.5 | 2.6 | 2.1 |
| D. Bad Debt Losses | | 0.1 | 0.3 | 0.2 | 0.2 | 0.2 |
| E. All Other Expenses | | 2.6 | 2.8 | 3.2 | 2.5 | 2.7 |
| 5. Net Operating Profit (Line 3 Minus Line 4) | | 2.9 | 6.0 | 5.2 | 4.6 | 6.8 |

* Includes revenue from service

** Includes cost of service, parts and supplies

NS Not segregated in 1947 and 1946 survey schedules

TABLE 3a. Gross Margin after Exclusion of Service

| Item | 1951 | 1950 | 1949 | 1948 | 1947 |
|---|-------|-------|-------|-------|-------|
| Net Sales (Mdse. Only) | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| Cost of Goods Sold (Mdse. Only) | 70.3 | 69.7 | 68.8 | 70.2 | 67.8 |
| Gross Margin on Mdse. Only | 29.7 | 30.3 | 31.2 | 29.8 | 32.2 |
| Gross Margin before Exclusion of Service (From Table 3) | 31.2 | 30.8 | 32.8 | 31.3 | 33.0 |

was next lowest. Table 3a shows gross margins applicable to merchandise only, i.e., after exclusion of service revenue from net sales and cost of service parts and supplies from cost of goods sold. "Merchandise only" gross margins are consistently lower than the gross margins which include the service factors. In 1951, the merchandise gross margin was 29.7, the lowest on record for the five year period for which this computation was made.

Total Operating Costs. (The sum of the operating cost ratios for the individual cost elements listed in the survey schedule.) The 1951 total operating cost ratio of 28.2% of net sales, or \$28.20 for every \$100 of sales, was the highest ever recorded in a NARDA survey. It represented a jump of \$3.40 per \$100 of sales, over the ratio of \$24.80 for 1950. The latter ratio was the lowest on the NARDA record up to that year. Following is an analysis of the individual cost elements included in the total cost ratio.

Administrative Costs. (The sum of items numbered 1 through 6 immediately below.) The administrative cost ratio for 1951 was 20.4% of net sales, a record high for the 6-year NARDA surveys period. The 1950 ratio of 16.9

remains as the lowest for this element over the past six years. All of the individual cost factors included under "administrative" costs showed increases over 1950.

(1) **Owners' and/or Managers' Salaries.** This expense accounted for 4.1% of net sales in 1951, jumping from 3.6 in 1950. Inasmuch as some operators draw against profits instead of paying themselves salaries, this ratio does not fully account for proprietors' receipts nor does it give a clue to the bypassing of withdrawals in favor of working capital accumulations. A low salary ratio for an individual operator might be attributable to a program designed to build up a cash reserve.

(2) **Office Salaries.** Payments for this purpose required \$1.60 for each \$100 of net sales in 1951 compared to \$1.50 in 1950.

(3) **Salesmen's Pay.** (Includes salaries, commissions, draws, overrides, bonuses, prizes and expenses.) This ratio rose to 5.6% of net sales in 1951 from 4.8 in 1950. The 1951 ratio exceeded the previous high of 5.5 which applied jointly to 1949 and 1948.

(4) **Service Men's Wages and Expenses.** A sharp gain over 1950 and a new high for this ratio was set in 1951 when it reached 5.7% of net sales. It is hardly attributable to TV servicing.

(5) **Vehicle Expense.** (Includes wages, delivery equipment maintenance and equipment depreciation.) Expenses for this service accounted for \$1.80 of every \$100 of net sales in 1951 compared to \$1.40 in 1950. The 1951 figure represented the largest ratio for this element of expense reported in the four surveys which included it in the report schedule.

(6) **Other Administrative Expense.** (Includes all office supplies, collection costs, travel, entertainment, etc.) In 1951 this expense showed a ratio of 1.6% to net sales compared to 1.1% in 1950.

(Continued on next page)

Costs Up . . .

Profits Down (continued)

TABLE 4. Analysis by Dealer Size Groups

| Line | Item | National Summary | Store Sales Volume Classification | | | |
|---|-------|------------------|-----------------------------------|-----------------|------------------|------------------|
| | | | Less Than \$75M | \$75M to \$150M | \$150M to \$250M | More Than \$250M |
| 1. Net Sales | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 2. Cost of Goods Sold | 68.8 | 70.3 | 66.1 | 67.9 | 69.8 | |
| 3. Gross Margin (Line 1 minus Line 2) | 31.2 | 29.7 | 33.9 | 32.1 | 30.2 | |
| 4. Total Operating Costs | 28.3 | 26.5 | 29.8 | 30.6 | 27.6 | |
| A. Administrative | 20.4 | 18.3 | 21.0 | 21.8 | 20.3 | |
| (1) Owners and/or Mgrs. | | | | | | |
| Salaries | 4.1 | 6.6 | 4.1 | 5.5 | 3.5 | |
| (2) Office Salaries | 1.6 | 0.8 | 2.1 | 1.6 | 1.7 | |
| (3) Salesmen's Pay | 5.6 | 1.1 | 4.5 | 5.2 | 6.2 | |
| (4) Service Men's Wages & Exp. | 5.7 | 6.5 | 6.6 | 6.2 | 5.4 | |
| (5) Vehicle Expenses | 1.8 | 1.9 | 2.3 | 2.0 | 1.8 | |
| (6) Other Administrative Exp. | 1.6 | 1.4 | 1.4 | 1.3 | 1.7 | |
| B. Occupancy Expense | 2.5 | 2.9 | 2.8 | 3.1 | 2.2 | |
| C. Advertising Expense | 2.7 | 2.5 | 2.1 | 2.8 | 2.2 | |
| D. Bad Debt Losses | 0.1 | 0.2 | 0.1 | 0.1 | 0.1 | |
| E. All Other Expenses | 2.6 | 2.6 | 3.8 | 2.8 | 2.2 | |
| Taxes (except on owned real estate) | 1.0 | 0.8 | 1.1 | 1.3 | 0.9 | |
| 5. Net Op. Profit (3 minus 4) | 2.9 | 3.2 | 4.1 | 1.5 | 2.6 | |
| SPECIAL GROSS MARGIN ANALYSIS | | | | | | |
| Net Sales of Merchandise Only | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Total cost of Merchandise Only | 70.3 | 70.8 | 68.6 | 68.3 | 71.2 | |
| Gross Margin on Merchandise Only | 29.7 | 29.2 | 31.4 | 31.7 | 28.8 | |

TABLE 5. Operating Ratios by Geographical Divisions

| Line | Item | National Summary | Region* | | | |
|--|-------|------------------|---------|-------|-------|-------|
| | | | I | II | III | IV |
| 1. Net Sales | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |
| 2. Cost of Goods Sold | 68.8 | 69.1 | 69.7 | 67.2 | 67.2 | |
| 3. Gross Margin (Line 1 minus Line 2) | 31.2 | 30.9 | 30.3 | 32.8 | 32.8 | |
| 4. Total Operating Costs | 28.3 | 29.3 | 27.2 | 30.0 | 28.8 | |
| A. Administrative | 20.4 | 22.1 | 19.7 | 21.5 | 20.8 | |
| (1) Owners and/or Mgrs. | | | | | | |
| Salaries | 4.1 | 2.4 | 4.1 | 4.9 | 3.1 | |
| (2) Office Salaries | 1.6 | 2.9 | 1.4 | 1.6 | 2.2 | |
| (3) Salesmen's Pay | 5.6 | 5.7 | 5.0 | 6.7 | 4.7 | |
| (4) Service Men's Wages & Exp. | 5.7 | 6.9 | 5.8 | 5.6 | 6.2 | |
| (5) Vehicle Expenses | 1.8 | 3.1 | 1.7 | 1.5 | 2.6 | |
| (6) Other Administrative Exp. | 1.6 | 1.1 | 1.7 | 1.2 | 2.0 | |
| B. Occupancy Expense | 2.5 | 3.1 | 2.6 | 2.1 | 2.2 | |
| C. Advertising Expense | 2.7 | 2.3 | 2.2 | 3.6 | 2.4 | |
| D. Bad Debt Losses | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 | |
| E. All Other Expenses | 2.6 | 1.7 | 2.6 | 2.7 | 3.2 | |
| 5. Net Op. Profit (3 minus 4) | 2.9 | 1.6 | 3.1 | 2.8 | 4.0 | |
| SPECIAL GROSS MARGIN ANALYSIS | | | | | | |
| Net Sales of Merchandise Only | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | |
| Total Cost of Merchandise Only | 70.3 | 70.6 | 71.0 | 70.0 | 68.8 | |
| Gross Margin on Merchandise Only | 29.7 | 29.4 | 29.0 | 30.0 | 31.2 | |

* I — New England, Middle Atlantic
II — South Atlantic, E. South Central, W. South Central
III — East North Central, West North Central
IV — Mountain, Pacific

Occupancy Expense. (Covers rent, heat, light, janitor service, etc., and, in the case of building owners, also such items as property taxes and insurance, repairs, mortgage interest, and depreciation.) The 1951 occupancy cost amounted to 2.5% of net sales, or \$2.50 out of every \$100 of sales. This represented a drop of 10 cents, or 0.1 points, from the 1950 figure, and was the lowest ratio of this element recorded over the 6-year period covered by the NARDA surveys.

Advertising Expense. (Includes newspaper and other periodical advertising, direct mail, billboards, radio and window trimming expenditures.) This expense commanded 2.7% of net sales per \$100 in 1951 compared to 2.2% in 1950 and was the highest cost for advertising ever reported in a NARDA survey. It marked the halt to a downturn that began with 1949 and probably reflects attempts by dealers to stem the slide-off in sales. It has already been pointed out that the reporting NARDA dealers showed a smaller decline in sales than was true of all dealers nationally. Perhaps the larger outlay for advertising was a major factor in this showing.

Bad Debt Losses. (Receivables classed as uncollectible and/or reserves set up to cover losses.) This ratio dropped to 0.1% of net sales in 1951 from 0.3 in 1950 and was the lowest ever recorded for this factor in a NARDA survey. This result, however, is obviously due to a statistical quirk caused by the fact that nearly 50% of the reporting dealers failed to make any entry at all in the space provided for this expense item on the survey questionnaire form. Many dealers apparently have not yet learned that failure to set aside reserves against bad debts causes an understatement of total operating expenses and a concomitant overstatement of profits. Unnecessary overpayment of income taxes is one penalty that is paid for such an omission.

All Other Expenses. (All taxes, except on owned real estate which is covered under Occupancy Expense, insurance on stock and fixtures, and all other expenses not otherwise designated in the survey schedule.) The 1951 expense for this category amounted to 2.6% of net sales compared to 2.8% in 1950. The 1951 survey schedule broke out taxes, except on owned real estate, from this expense group, for the first time, and it was found that such taxes accounted for 1.0% of net sales. In other words, such taxes amounted to 38.5% of the "All other" expense total.

Net Operating Profit. (Obtained by deducting the total operating expense ratio from gross margin.) As previously indicated, the net profit ratio in 1951 was 2.9% of net sales, down more than 50% from the 1950 ratio, and the lowest ever shown in a NARDA survey. This represents a margin of safety so narrow as to warrant the most critical concern of the entire electrical goods industry.

1952 Sales Expectations. Sales increases were expected by 45% of the reporting dealers and the average gain

over 1951 was indicated as 15%. Sales decreases were expected by 40% of the reporting dealers and the average decline from 1951 was indicated as 13%.

Fifteen percent of the dealers expected no change in sales as between 1951 and 1952.

1952 Profit Expectations. Profit increases were expected by 29% of the reporting dealers, who saw an average gain of 18% over 1951.

Profit declines from 1951 were expected by 27% of the reporting dealers, and the average drop was indicated as 17%.

Forty-four percent of the dealers expected no change in profits as between 1951 and 1952.

Main Operating Problems in 1951. "Dat ole debbil" Price Cutting was the number one offender in the dealers' 1951 nightmare. Next in line was the problem of excessive trade-in allowances. These two together drew more mentions than all other mentioned obstacles combined. Going down the rest of the list, in order of frequency of mention, we find:

Shortage of good salesmen
Insufficient discounts by manufacturers

Consumer sales resistance
Overstocking of merchandise
Regulation W and its effects
High Installation and service costs
Difficulty in disposing of trade-ins
Fake advertising

Main Obstacles for 1952. Reporting dealers put price cutting at the top of the list of crosses they expect to bear. As in the case of 1951, the next heaviest burden is expected to be that of lower consumer demand, and the third most fearsome obstacle to face is that of trade-in allowances. Following is a list of the other problems dealers will face in 1952, in order of frequency of mention:

Shortage of good salesmen
High operating costs
Insufficient discounts to the dealers
Regulation W
Market saturation in refrigerators
High service costs
Difficulty of disposing of trade-ins
High taxes

Lines Expected To Make Best Showing in 1952. The reporting dealers provided information which suggests that television will be at the top of the sales heap in 1952, followed closely by washers, with refrigerators in third place. Other items will line-up as follows, according to frequency of mention:

Ranges
Drvers
Radios
Freezers
Ironers
Air Conditioning

Conclusion. The problems of price cutting and trade-ins seem so rife and so serious according to the findings of this survey, that they challenge the most critical study and intelligent action of the entire industry. Very important, too, is the need for developing an organized program to train an adequate supply of good salesmen in this field. End

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BOOMING FREEZER SALES at Baylinson's Appliances, which began when the store started its own local food-freezer plan, are typified by the readiness with which Mr. and Mrs. Merle Harris sign salesman James Leyva's order book.

He's Beating the Non-Dealer Outfits With

A Local Food Freezer Plan

No longer does Ben Baylinson see all the Napa, Calif., freezer business go to out-of-town, non-dealer salesmen. Unable to tie in with his distributor's plan, he started his own—and discovered that an appliance dealer has some sales advantages that nobody else can match.

BY HOWARD EMERSON

How Baylinson Operates His Own Plan—ON THE NEXT FOUR PAGES →



1 NO FREEZER SALES was the unhappy condition that kept salesmen like H. E. Dryden idle on the Baylinson floor when non-dealer plans moved into the Napa area with door-to-door salesmen, heavy advertising, direct mail.



2 NO CHANCE to participate in the Gibson plan developed by distributor J. J. Lukanish (center) and sales manager Don Lennard (left) was available to Baylinson (right) because he was out of area served by food supplier.



5 SELLING POINT will be chance of customer to see quality, source and facilities for meat. Harwood shows Lennard and Baylinson wrapping and packaging facilities which can be seen by any visitor to the store.



6 ADDITIONAL LINE of freezers is taken to capitalize on word of mouth acceptance of upright freezers being sold by two large dealer plans; Amana distributor, Kaemper & Barrett's Ed Davis, looks at Baylinson display material.

A Local Food-Freezer Plan

TO thousands of full-line appliance dealers across the country, the only thing wrong with the sensational success of food-freezer plans is that they're not in them. Watching a phenomenal volume of freezer sales go to non-dealer organizations who have no past and no future in the appliance industry irks any dealer who has plodded the slow, patient path toward establishing freezer acceptance in his market area.

Ben Baylinson of Napa, Calif., is highly representative of such dealers and such dealer feeling. And what he has done about it is representative of what most other dealers will come to—he couldn't fight 'em, so he joined 'em. The development and operation of his home town food-freezer plan shows how the local appliance dealer can, if he wishes, get into the profitable food-freezer business and meet the public with not only everything that has made the non-dealer organization profitable, but with added sales punches that result from his position as a local, established appliance dealer.

Hundreds of appliance dealers in

California found themselves in the same position as Ben Baylinson in February. And as food-freezer operations continue their rapid spread across the nation, thousands of suburban, small city and rural appliance dealers will see the pattern repeated. Located in the county seat of a prosperous agricultural valley 52 miles north of San Francisco and Oakland, Baylinson's Appliance and Plumbing has been grossing more than \$100,000 yearly with a staff of seven people. Dexter, Gibson, Kelvinator, Monarch, Whirlpool and Youngstown are the major lines that the concern has established locally during its ten years in the appliance business.

Cream-Skimmers Stole Sales

As the food-freezer plans moved into northern California, the city of Napa and the Napa Valley trading area received the same attention as other market areas. The bigger, better plans established local men and women as representatives on a 10 percent commission basis. The initial food order and the freezer were delivered out of San Francisco or Oak-

land. Other plans sent specialty salesmen into the Napa Valley either alone or in crews to skim the cream from the area and move on. Napans went for the food-freezer plans just as quickly as any other group. Freezers moved fast into Napa—but not from Baylinson's. The horn-of-plenty magnetism of the food plans even killed the appeal of a Gibson \$100 free-food-offer, which had shown a fair measure of success in moving freezers for Baylinson.

It was a situation becoming so common that freezer distributors, in spite of their prosperity in supplying the non-dealer plans, began to work out arrangements that would put their appliance retailers in the food-freezer business. Baylinson went to the J. J. Lukanish Co., San Francisco, to investigate the plan devised by J. J. Lukanish and sales manager Don B. Lennard for their Gibson dealers. Unfortunately for Baylinson, the Napa Valley was outside the delivery area of the food distributor who contracted with the Lukanish Co. to supply the initial and future food orders to Gibson freezer buyers. Fortunately for Baylinson, he was dealing with a distributor who was willing to go to extra trouble to help solve the problem of an individual dealer. Salesmanager Lennard, armed with his

collection of material on the operation of the various dealer and non-dealer plans, went to Napa to work out a plan to put Baylinson in the food-freezer business.

As Lennard and Baylinson looked over the situation in Napa, they realized that there was the opportunity to set up a local food-freezer plan that would give the Baylinson organization a number of strong selling points to compete with the non-dealer plans or even a local dealer plan set up in conjunction with an out of town food source.

Local Plan Advantages

Calling his plan the "Napa Valley Food Club," Baylinson strove to take advantage of every weak or unsatisfactory point in the selling of the non-dealer plans, and to couple them with those selling points that had been so successful for the non-dealer plans.

Baylinson and Lennard considered the strong points that had made the non-dealer plans so successful:

1. Availability of food at "whole-sale prices."
2. A "package" in which the freezer cost was covered by the food savings.
3. Easy credit terms, with financing of the initial food order.



3 NO SURRENDER is considered by Baylinson and Lennard, despite conditions. Lennard takes him a book full of information on best points of non-dealer operations, helps him organize his own plan, the "Napa Valley Food Club."



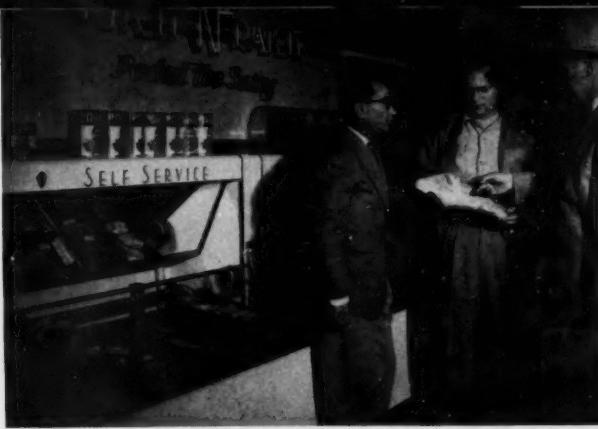
7 SPECIALTY SALESMEN put over the non-dealer plans and Baylinson realizes he must have them to compete. He hired Alex Heller, left, of Vallejo, sent him to work for three non-dealer plans, then charged him with hiring a crew.

4. Specialty selling.
And then they assayed the weak points in the non-dealer plans:

1. An unknown, out-of-town source of food.
2. No chance for the customer to see and select the meat.
3. No local display, or wide variety in choice of freezers.
4. Lack of a local merchant's reputation and guarantee.
5. Necessity of large second orders to refill freezers.
6. Salesmen interested in only one, quick sale.
7. Ballooning of freezer prices, extras, hidden charges, etc., by some plans.
8. No local source of freezer service.

Following such an analysis of food-freezer plans, and three months study of the local market area and its possibilities, the "Napa Valley Food Club" came into being with Baylinson's as the supplier of freezers and Lierman's supermarket and locker-plant the purveyor of foods. Backed by newspaper advertising and direct mail, and sold by both the Baylinson staff and a new crew of specialty men, this home town food-freezer plan rapidly passed all non-dealer plans in sales through the area.

MORE PICTURES ON NEXT TWO PAGES



4 LOCAL FOOD source will be one of Baylinson's strongest competitive selling points. The idea is discussed with Earl Harwood, center, owner of Lierman's supermarket and lockerplant, who agrees to cooperate.



8 TRAINING in food-freezer plan selling helped Baylinson's crew hit the field with a good sales story. Heller, left, emphasizes to his crew the importance of selling the local angles of the Napa Valley Food Club.

NOW THE DEALER GETS LIVE PROSPECTS



1 WINDOW SIGNS and copies of ads get attention from auto and sidewalk traffic—an advantage over the non-dealer plans which have no store.



2 FLOOR TRAFFIC can be reminded of the Napa Valley Food Club by spotting advertising proofs on easel cards among other appliance displays, above.

FREEZER PLAN (continued)

→ NOW THE DEALER GETS LIVE PROSPECTS



3 FOOD SOURCE identification is valuable to Baylinson. Prospect sees sign, above, thinks "Oh, the food for that plan comes from the store where I trade."



4 FOOD BUYERS are exposed to idea of the Napa Valley Food Plan through this freezer display and descriptive card, when they are buying at retail.

DEALER PLAN HAS SALES ADVANTAGES



1 LOCAL SALESMAN of a local concern gets more respect, better attention. Jim Leyva calls to explain the Napa Valley Food Club to Mr. Harris, owner and operator of Vichy Springs Amusement Park, following telephone arrangement.



2 PROFESSIONAL PRESENTATION of the food-freezer plan is necessary to compete with non-dealer plans. Baylinson's men have elaborate book, which Leyva is using during informal talk with Harrises over coffee in their kitchen.



6 VARIETY of freezers from which the prospect can choose to suit own needs and space is another Baylinson feature. Leyva shows Harrises the Amana, Gibson, and Kelvinator models. They see price tags, can examine all accessories.



7 CHOICE of food plans to meet their needs and budget is examined by Mr. & Mrs. Harris. Unlike most non-dealer plans, Baylinson's pays no commission on food order, expects salesmen to help prospects buy best for them.



8 FOOD QUALITY is a clincher, if Baylinson's salesmen need it. They can take prospects like the Harrises to the nearby food source, have them meet the owner Earl Harwood, have him describe the food he will be providing.



5 ACTION is possible through salesman spotted on food store floor to get prospects.



6 NEWSPAPER ADVERTISING in the local "Register" features the Club's local importance.



7 DIRECT MAIL follows up, 300 at a time so inquiries can be handled without delay.



3 VISITING the store, backing up the food plan with visual evidence of a local dealer's existence and stability, is a selling point for Baylinson's salesmen.



4 REPUTATION of the store through the national brands it sells is a strong competitive point for the local dealer's food-freezer plan.



5 DEMONSTRATION of what all food plans feature, a freezer loaded with weeks of provisions, can be handled by local dealer through displays.



9 MEAT SOURCE is more important in Baylinson's competitive selling with non-dealer plans, as there are few brand names to rely on. The Harrises are taken into cold room, shown how they can select the side of meat for their order.



10 FINANCING through the same banks at the same rates puts Baylinson's Napa Valley Food Club on same terms as the largest of the non-dealer plans. Salesman Leyva is careful to point out there are no delivery charges or extras.



11 DELIVERY by the men who sell and guarantee the freezer, and by the store responsible for the quantity and quality of food, is another promise that Baylinson's can make to give strength to the selling of a home town plan.
END



THE BIG FEATURE OF the Pizitz-Hotpoint promotion was the "we-pay-the-plumber" angle, which shrewdly appealed to Birmingham appliance buyers who have long regarded high installation costs as excessive.

They Pay the Plumber

Splitting installation costs three ways between manufacturer, distributor and dealer jumps dishwasher and disposer sales 25 percent for the Louis Pizitz Co., Birmingham department store



BEAMING OVER THE success of the promotion, Graybar Representative Bill McGlathery (left) and Roy S. Gallagher, head of Pizitz appliance department, check up on the drawing power of full page promotional ads.

By A. B. WINDHAM

HIgh installation costs are one of the major hurdles which appliance dealers in Birmingham, Ala., have to contend with. Installation charges by plumbers and electricians here reputedly are on a scale ranking among the highest in the nation, and the result is that the buyer of electrical appliances which must be installed is forced to lay out a considerable sum in addition to the cost of the appliance itself.

Roy S. Gallagher, manager of the appliance department at Louis Pizitz Co., one of Birmingham's largest department stores, had mulled over this situation for a long time. The result was that Gallagher did something about it. He recently completed a successful promotion of dishwashers and disposal units which capitalized on the very fact that installation costs were so high.

"That the promotion was highly successful was evidenced by the re-

sults of it," declares Gallagher. "During the promotion period, our sale of Hotpoint dishwashers and disposal units, as well as complete kitchens, showed an increase of better than 25 percent over our regular sales."

The general idea of the Pizitz promotion can be gathered from the theme of the advertising used during the campaign. It constantly informed the customer: "Pizitz will pay the plumber and electrician if you buy Mama her Hotpoint dishwasher now!" It was a theme which was repeated over and over in the newspapers, radio, display windows and floor exhibits, as well as by Pizitz salesmen.

Costs Slow Buying

Dishwashers and disposal units, in themselves, are not hard to sell, Gallagher contends. His eight outside salesmen and five floor salesmen have found them becoming readily acceptable to more and more housewives, and the market for them is at an all-time high. But installation costs are another matter.

"NO INSTALLATION COST" SELLS A DISHWASHER



CALLING ON A prospect obtained from registration cards, Mrs. Rex Bryant, appliance saleswoman for Pizitz, knows that almost every housewife is a potential customer for a dishwasher and disposal unit.

"These costs here in Birmingham run anywhere from about \$72.50 to \$125," explains Gallagher. "Naturally, the prospect of this additional outlay acts as a brake on buying for many customers. In numerous instances, the necessity for this extra outlay has stopped the sale of an appliance altogether, and it is pretty evident that more appliances could be sold if this stumbling block could be overcome."

"It was with this in mind that we conceived our successful campaign in dishwashers and disposal units. We had the idea that by absorbing these additional costs, or at least as much of them as we logically could, we could create a spur to buying, not only in dishwashers and disposal units but also in complete kitchen installations. We got together with representatives of Hotpoint and Graybar, the Hotpoint distributor, and discussed a promotion designed to carry out this objective. The result of this parley was a 'pay-the-plumber' plan in which we three shared the cost of installation to lighten the customer's outlay."

The "we-pay-the-plumber" idea was confined to dishwashers and disposal units alone under the Pizitz offer, such items as water heaters and laundry equipment not being included. The dealer wanted to see how the plan worked first on certain chosen items with possible similar promotions in other lines later on. The absorption of costs, even in the chosen lines, required certain limitations.

"The installation costs were to be paid by us only if the dishwasher or a complete sink were purchased," says Gallagher. "In the case of a disposal unit being bought by itself, we made an installation charge of \$17.50, which was as low as it was feasible for us to go and still show a fair profit."

Advance Work Heavy

Considerable spade work was required for the promotion. Knowing that a high volume of sales would be necessary to insure success and a good profit return, Gallagher looked about for a way of establishing a ready-made prospect list which his outside sales-



LIKE OTHER PIZITZ salesmen, Mrs. Bryant finds the installation absorption cost plan a powerful argument in convincing Birmingham residents that the great convenience of a dishwasher may be had for a nominal outlay.



"NO CHARGE FOR the installation work," says the plumber to these Pizitz customers after his job is done. Mrs. Bryant stands by to assure them that her firm will absorb all charges for the plumber's work.

men could work on. Representatives of Hotpoint and Graybar cooperated to supply the needed punch by suggesting the use of a stunt which has been successfully used by various dealers in the past two or three years. This operation was the idea of attracting traffic and registrations by using give-away keys which would open padlocks on certain prizes.

It was thus that Pizitz staged a preliminary promotion using the "Magic Key" idea. Cards bearing a key were distributed for a limited time to customers in all departments of the big store. Some of the keys unlocked padlocks placed on prizes in the appliance department, such as a refrigerator, a mixer, a broiler and other articles. This operation brought in a return from almost 69,000 potential customers who registered their names and other information as they tried out their keys.

At the end of the preliminary promotion, Gallagher then armed his outside salesmen with this huge prospect list and mapped out a campaign

of advertising on dishwashers and disposal units which would back up his men out in the field. The manufacturer and distributor agreed to share in the campaign, and it was launched with full page advertisements in Birmingham newspapers.

The installation work under the Pizitz offer was done by regular plumbers and electricians who were contracted by the firm. Buyers were thus assured of professional work just as if they had employed these workmen themselves.

Sales Up a Quarter

"We knew we had something good when, in the first five days of the promotion, dishwashers and disposal units began to move at a better than 25 percent increase," declares Gallagher. "This same ratio of sales held up throughout the 45 day promotion period and led us to the contemplation of extending the idea to other lines, which we will do as we feel we need it."

(Continued on page 94)



AFTER 30 YEARS, dealer Otto Grunewald still gets to work at 8:30, helps unload trucks and does a million dollar volume. A seemingly careless free trial policy has cost the company no money, he claims.

WHEN a woman wanders into the Detroit furniture store of Otto Grunewald & Son to buy a new kitchen stool, one of the questions that Otto or his son Carl asks is, "How's your old vacuum cleaner working?"

What happens next depends on the customer's answer.

If she says, "Oh, so, so," the Grunewald machinery goes into action. Regardless of her purchase, Grunewald follows her to the door with a vacuum cleaner in hand, puts it in her car, and says, "Take this sweeper home, run it ten days, and then dump the contents on a piece of paper. If you don't see more dirt than ever before, bring it back."

This little act, or a reasonable facsimile of it, has sold 3,000 Eureka cleaners for Grunewald from their store at 14617 Harper Avenue. They have not had to have a lot of used cleaners fixed up, either.

How does the store keep from going bankrupt putting out merchandise this way without receipts, without down payments, without the customer taking any responsibility?

The answer lies in the fact that the store knows its trade. It works because Grunewald does business with a substantial section of Detroit, not so far from the silk stocking Grosse Point region.

In the 30 years that have elapsed since Otto Grunewald opened for business, the firm has sold 30,000 customers, 20,000 of them repeaters.

Side-by-Side Test

The Grunewald thinking is that the superior performance of today's vacuum cleaner in a side-by-side test with the old family jalopy will make the housewife aware that time has marched on and that she really does need a new cleaner.

Promptly after ten days trial, the Grunewalds follow up. If the customer is not convinced, the cleaner is picked up without argument. And, 99 times out of 100, it is no worse for the trial. Virtually none of these machines have ever had to be sent down to the Eureka repair plant in Detroit for refurbishing.

Usually the person who tries it out comes back and brings the matter up herself: "Are you going to give me any trade-in on my old machine?"

Grunewald asks, "Does it run, or is it something to dump in the ash can?"

Assured that it is in operating condition, he tells her, "Here is something that you never had on your old cleaner, a floor polisher. It will go over your bare floors and linoleum and keep it in perfect condition. How about taking a floor polisher in return for your old cleaner?" The deal usually goes through sight unseen, so far as the old cleaner is concerned.

Without realizing it, Grunewald is using the "soft credit" policy originated by Marshall Field & Co. more than 60 years ago. As Charlie Mercer of that store once said, with Field's it has always been a case of satisfaction or your money back.

How People Forget

The psychological angle that works in favor of firms with a soft credit policy is the fact that people forget. They forget to return things for credit. The basic offer, "If you are not satisfied, you get your money back," inspired them to act. Now, committed, they let things slide.

This peculiarity is what protects manufacturers in their "double your money back" offers. The contingent liability, as insurance firms say, is enough to curl your hair. Technically, one could run from grocery store to grocery store buying up cornflakes, clip the box tops, and return them for double one's money. Actually, it never happens, because the schemer would have to put out a lot of money and wait for it to dribble back.

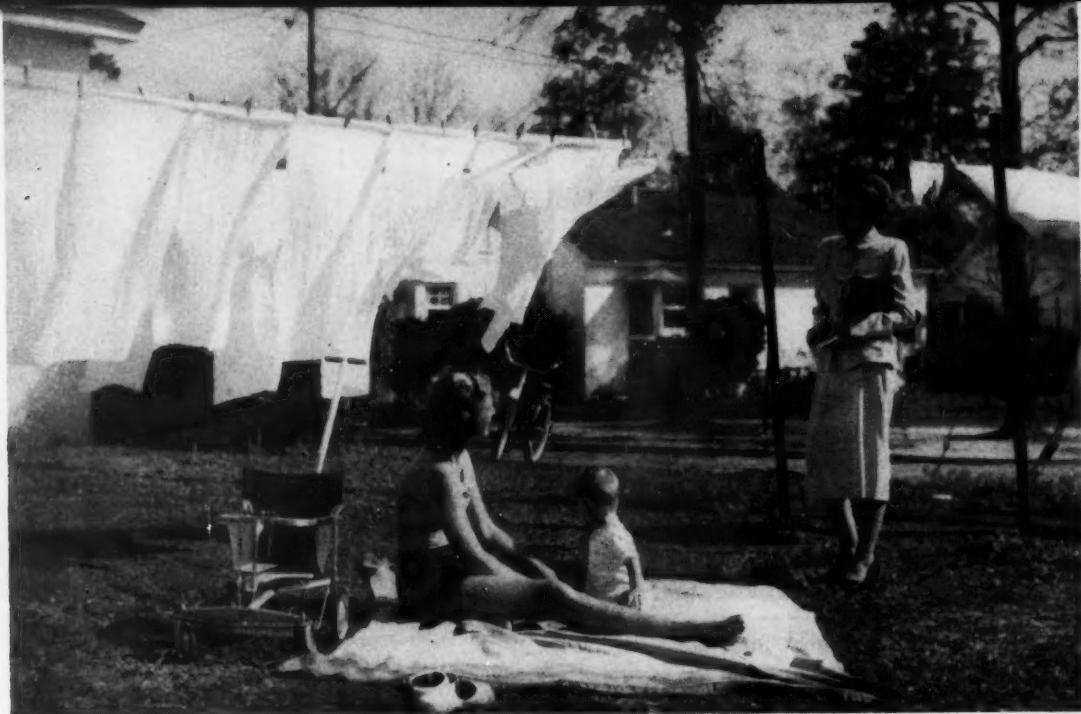
With cleaner trials, the Grunewalds realize that a substantial citizen will not damage property and is responsible. His ownership of a car, a home, an electric meter proves his worthwhile qualities.

Actually, the store, which is said to do a \$1 million volume, will make a deal like this on almost any of its merchandise except television. On TV, it will exchange, but not return any money.

End

Put a Cleaner In Her Car

Customers of Otto Grunewald & Son, Detroit, become vacuum cleaner prospects when a salesman puts one in their car and tells them to try it free for ten days—a method that has sold 3,000



DIAPERS ON THE LINE tell Mrs. Shirley Pelham (right), ace saleswoman for the Good Housekeeping Shop, Mobile, Ala., where the best washer prospects are. This direct contact work enables her to sell eight washers a month.

She Follows the Stork

Birth announcements and diapers on the line both tell Shirley Pelham where her washer prospects are, and so long as babies continue to be born in Mobile, Ala., she will sell at least eight machines a month for the Good Housekeeping Shop

THE caller at the door speaks to the tired looking housewife in a pleasant voice.

"I'm Mrs. Pelham," she says amiably. "I noticed all those diapers you have out on the clothes line. You must work awfully hard to keep them so sparkling white."

It is a simple assertion but, one must note, it conveys sympathy, a compliment and an appreciation of a job well done.

"Yes, I do," agrees the housewife, then a little curiously, "What can I do for you, Mrs. Pelham?"

Mrs. Pelham smiles.

"Perhaps it's what I can do for you."

And Shirley Pelham, all 90 pounds of her, is on the way to selling another Thor automatic washer. Last year, as one of the top salesmen for the Good Housekeeping Shop, of 2801 Old

Shell Road, in Mobile, Ala., Mrs. Pelham sold an average of almost eight washers a month. That's not an extraordinary achievement for her. Month after month, since she joined the firm two and a half years ago, she has sold washing machines with consistent success.

"I developed what might be called a system," Mrs. Pelham explains. "I follow the stork, and I sell the outstanding feature of the machine. In the case of the Thor Automatic washer, the selling point I emphasize is the fact that it lifts a double load of work from the housewife because it washes both dishes and clothes."

By "following the stork," Mrs. Pelham means she studies birth announcements and contacts new parents, suggesting they see a washer demonstration. She has found that new parents provide a fine field of

prospects for washers because of the great amount of diaper washing which is necessary.

"I talk about the clothes washer first, in my demonstrations," she explains, "then remove the clothes and insert the dish holder in the washer. It makes an impressive demonstration for a housewife who must do both the dishwashing and the clothes washing for her family."

She Sold Herself

Mrs. Pelham learned the action and the capacities of the Thor washer by buying and installing one in her own home. Trained in the art of selling washers by Frank V. de Gruy, owner of the company, she has become an expert in demonstration by study and experiment with her own washer.

Mrs. Pelham finds that one good sale often leads to another. She is

continually on the alert for the customer's possible need for a refrigerator, a range or home freezer, and has rung up a good sales record in other major appliances by following through on her washer sales.

What is her sales technique? It's comparatively simple, she says.

De Gruy and his son David, who operate the business, advised Mrs. Pelham, she declares, to forget about catchy advertising, secret formulas and angles for selling, and to concentrate on contacts and demonstrations.

"That's what I try to do," says Mrs. Pelham. "I keep telling myself I am not selling steel, rubber and chrome, but rather a mental picture of satisfaction to be derived from the possession of the washer."

It works fine, too. In 1951 she sold more than 85 washers, and hopes to better that record this year. **End**



STORE DEMONSTRATION usually follows up Mrs. Pelham's outside contacts. In two-and-one-half years of selling she has become adept at moving both conventional and automatic types.

AT STRIPLING'S, SALES TRAINING IS A STEP-BY-STEP PROCEDURE

The same methods which trained salesmen who now return an annual sales volume of \$1,900,000 a year to the appliance department of the W. C. Stripling Department Store, Fort Worth, are now being used to produce a top flight air conditioning sales force

By TOM F. BLACKBURN

W. C. STRIPLING of Fort Worth is one of the outstanding retailers of major appliances in the state of Texas. Last year the Stripling Department Store did an appliance volume reputed to be around \$1,900,000 (10,400 pieces of merchandise), some \$300,000 of which was made in sales after 5 pm.

The store sells everything, but it has achieved a reputation for refrigeration sales which it is now attempting to match in air conditioning, an effort which is deriving its initial impetus from a careful sales training program.

Each candidate for the air conditioning sales force goes through a training system that has had ten years of use in the Stripling organization.

Watching and Listening

The first thing a new man does is spend one to three days on the sales floor by himself. He talks to no prospects, makes no sales. But he listens to the regular floor salesmen make their pitches and talks to them about their methods. Thus he acclimates himself to the business, becoming familiar with the products, observing the methods employed by other salesmen, getting a general idea of sales procedure, and in many ways loosening up before his real sales training begins.

Appliance manager Gene Morgan sits down with the new man for the second phase of training and reviews all manufacturers' films, together with other training materials available. He may take him home for dinner for friendly discussion. During this home training period the man is grounded in all fundamentals of selling, to-

gether with full product and demonstration information.

Morgan makes it a point to teach all of Stripling's appliance salesmen to sell alike, because he believes that it is of real advantage to have all men telling the same story. A prospect may meet several salesmen before he buys. At the same time, it is appreciated by Gene Morgan that no two salesmen have the same personality or perhaps the same ability, so it is the practice of this organization to use no canned sales talks. Gene Morgan regularly attends all factory meetings of the appliances he handles and adapts the manufacturers' stories to fit his own local store situation. This, he believes, is one of his most important jobs. In so doing he familiarizes himself first with the story and then gives it to his salesmen.

Out in the Field

As the next step in his training the new man is handed some user cards and put out in the field to get experience with customers who are friendly to the store and are prospects. This gives him a chance to get used to selling and become sure of himself and his sales story. Then he is put on his own and given some days on the floor. He greets prospects, escorts them to the merchandise—in this case, Frigidaire air conditioners—and tells the story as he understands it.

He learns to get the prospect seated and go over the specific details of the product he is talking about. This is done with literature, mechanisms and the like.

The 22 men who sell appliances for Stripling have weekly training schools



1 THE NEW MAN on the air conditioning sales force at Stripling's spends his first few days watching other men sell, does no talking himself.

Training Air

as well as 15 to 20 minute sales meetings every working day of the year. Any man late is fined 25¢, which later is used for a company party.

The Home Approach

Besides store sales, the men make home calls on users, and do some cold turkey bell ringing.

Unless a prospect has been previously contacted in the home, Stripling salesmen are trained to pick out general objects before building up to the real purpose of their visit—to discuss anything they see that appears to be of interest, to the housewife.

They use as their cue the presence of children, sporting equipment, nice looking lawns or gardens or anything else they can quickly see that is of interest to the owner.

During the home presentations, they follow the same routine they use in the store, employing material prepared by manufacturers for this purpose, projected pictures and in some cases, demonstration materials. In selling a replacement, it becomes the duty of the Stripling salesman to direct the owner's talk so that the prospect will unsell himself on the value of the old appliance he owns.



4 PROFICIENCY in telling the sales story eventually leads to the salesman being allowed to meet his first prospect on the sales floor of the store.



2 FIRST FORMAL training begins when Gene Morgan (left), Stripling appliance manager, shows him product films, gives him written and oral instruction.



3 WITH PRODUCT information in his head and a sales story at his tongue tip, the new man is given some user cards and sent out to see some old customers.

Conditioning Salesmen

The procedure is very simple inasmuch as all that the salesman does is to ask the prospect to show the appliance that he now owns. He inquires from him if it has the individual features of present day appliances. For example, in selling a new refrigerator to such a prospect, the salesman asks him if his old one has interior light, sliding shelves, a butter keeper, and the like. By hearing the features that have been improved or that are new in current models, the prospect automatically begins to place a lesser value on the appliance he now owns. This build-down has helped Strip-

ling's to get reasonable values on such trade-in equipment as they will accept.

No deal is made by the store without an inspection of the trade-in. The old unit is appraised, an offer made and the deal closed. It is felt that picking allowances out of the air will weaken a store's price position with the prospective customer.

Easy to Follow Up

Since Stripling salesmen work both inside and out, it is easy for them to follow up the store rule of calling on each new customer the day after the appliance is installed, at which time

they give another full demonstration to the buyer. Familiarity with the home makes it easier to enter later in selling another device.

All of the men rotate on the sales floor. The high man gets his choice of the two best mornings of the week, is on three days and one night. Next three men are on two mornings and two nights. Last four boys draw one morning on the floor and three nights. Monday and Saturday morning are considered best time by the salesmen. Gene Morgan and the three supervisors never cut in on the men's sales.

Daily records are carefully followed

and are the key to the close supervision of the salesmen. By watching the days' reports carefully, the degree of each man's activities easily determines the reason for the sales success of one man over another. If a man's performance is poor, a review of his daily report is made with him.

Careful Records Kept

Prospect follow-ups are all entered in a book kept on Gene Morgan's desk. Each man must enter his own prospect and all such prospects are protected for 15 days from the last

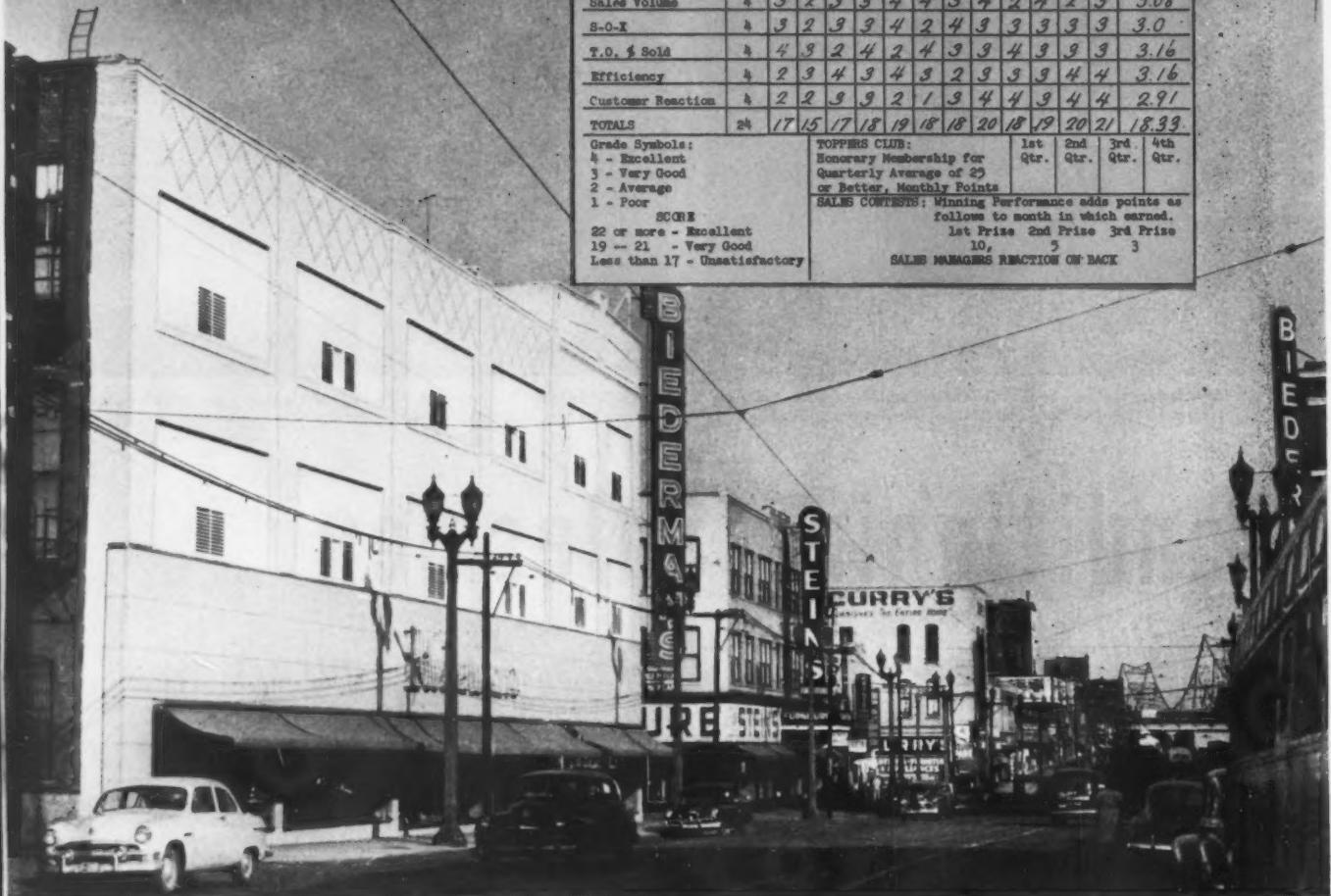
(Continued on page 98)



5 IMPORTANT RULE in Stripling selling is to get the customer sitting down, relaxed, and to give her full story. Contract forms are used as scratch pads.



6 LAST THING in a Stripling salesman presentation is a demonstration of the product itself. If he closes the sale he will get eight percent commission.



| SALESPERSON'S PROGRESS SUMMARY | | | | | | | | | | | | | | |
|--|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------------|---------|
| NAME | <i>John Salomon</i> | | | | | | | | | | | | Date No. | |
| | Score | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | Average |
| % of 1st calls sold | 4 | 3 | 3 | 2 | 2 | 3 | 4 | 3 | 4 | 2 | 3 | 4 | 4 | 3.0 |
| Sales Volume | 4 | 3 | 2 | 3 | 3 | 4 | 4 | 3 | 4 | 2 | 4 | 2 | 3 | 3.08 |
| S-O-X | 4 | 3 | 2 | 3 | 3 | 4 | 2 | 4 | 3 | 3 | 3 | 3 | 3 | 3.0 |
| T.O. % Sold | 4 | 4 | 3 | 2 | 4 | 2 | 4 | 3 | 3 | 4 | 3 | 3 | 3 | 3.16 |
| Efficiency | 4 | 2 | 3 | 4 | 3 | 4 | 3 | 2 | 3 | 3 | 3 | 4 | 4 | 3.16 |
| Customer Reaction | 4 | 2 | 2 | 3 | 3 | 2 | 1 | 3 | 4 | 4 | 3 | 4 | 4 | 2.91 |
| TOTALS | 24 | 17 | 15 | 17 | 18 | 19 | 18 | 18 | 20 | 18 | 19 | 20 | 21 | 18.93 |
| Grade Symbols: | | | | | | | | | | | | | | |
| 4 - Excellent | | | | | | | | | | | | | | |
| 3 - Very Good | | | | | | | | | | | | | | |
| 2 - Average | | | | | | | | | | | | | | |
| 1 - Poor | | | | | | | | | | | | | | |
| SCORE | | | | | | | | | | | | | | |
| 22 or more - Excellent | | | | | | | | | | | | | | |
| 19 -- 21 - Very Good | | | | | | | | | | | | | | |
| Less than 17 - Unsatisfactory | | | | | | | | | | | | | | |
| TOPPERS CLUB: | | | | | | | | | | | | | | |
| Honorary Membership for | | | | | | | | | | | | | | |
| Quarterly Average of 25 | | | | | | | | | | | | | | |
| or Better. Monthly Points | | | | | | | | | | | | | | |
| SALES CONTESTS: Winning Performance adds points as | | | | | | | | | | | | | | |
| follows to month in which earned. | | | | | | | | | | | | | | |
| 1st Prize 2nd Prize 3rd Prize | | | | | | | | | | | | | | |
| 10, 5, 3 | | | | | | | | | | | | | | |
| SALESMAN'S REACTION ON BACK | | | | | | | | | | | | | | |

IMPORTANT to the merchandising success which has enabled Biederman's to build this new store in St. Louis and achieve an annual appliance volume of

\$3,000,000 is a system for handling salesmen which includes a progress chart upon which is maintained a salesman's record in several types of duty.

Biederman's HAS A SYSTEM FOR SALESMEN

The Biederman Furniture Co. is perhaps the biggest retail advertiser in St. Louis and it does a \$3-million appliance volume, but the firm's most remarkable success is its knowledge and use of its salesmen

In the shadow of the St. Louis of yesterday stands the Biederman Furniture Co. Out of the downtown business district, on a minor business street, the firm does not catch the eye of the casual visitor. Yet Biederman's is an institution in St. Louis.

It is reported to have done a \$3 million appliance business in 1950 (sold 7,000 washers) done 30 percent of its \$10 million volume on appliances and 70 percent on furniture.

The slick, shiny, half-block Biederman store at 805 Franklin stands out prosperous and polished in contrast with its old neighbors. Across the street there is another branch; this one old and wearing the patina of Franklin Street. This is the company's Exchange branch.

Biederman's sells 87 percent of its goods on time, mostly to working people. It buys by the carload, keeps 36 trucks busy, delivers 200 miles out. During the depth of the last depres-

sion the store was said to have had \$3 million outstanding, but is reported never to have sued a single customer.

But it is in its control of its salesmen that Biederman's is most remarkable.

There are approximately 80 salesmen employed in the firm's two St. Louis stores. They belong to a union, work a maximum of 44 hours a week and are guaranteed \$85 for their performance. All salesmen with Biederman's have been at least two years or more with the store and many of them average \$150 a week. Each must wear a white shirt at all times.

The salesmen have staggered hours and are due early two times a week for sales meetings. Each meeting lasts an hour in the morning and the men are paid for their time. The management feels that the men must know the merchandise thoroughly if they are to sell it. While furniture

(Continued on page 106)

it's Powerful

FEEL THAT SUCTION!



- says Every National Ad
in LEWYT'S

18 WAY Powerhouse

LEWYT SAYS IT AGAIN AND AGAIN IN:

- | | | |
|-------------------------------|--------------------------------|---------------------------------|
| 1. 11 National Magazines | 7. Six-Color Car Cards | 13. 20,189 Network Commercials |
| 2. Thousands of Radio Spots | 8. Low Cost Direct Mail | 14. Hundreds of Shows, Exhibits |
| 3. TV Spots Coast-to-Coast | 9. Exploitation Display Kit | 15. Complete School Program |
| 4. Tested Newspaper Campaigns | 10. \$1,000 Itinerant Displays | 16. Junior Demo Training Film |
| 5. 10,000 Outdoor Posters | 11. Sales Building Publicity | 17. Display and Demo Center |
| 6. Proven Promotions | 12. Phone Book Ads | 18. Spot Movies on Co-op |

No wonder Lewyt is the *one* vacuum cleaner you can sell off the floor *in volume* today!

Lewyt gives women features they want! Features like "it's Quiet" . . . "it's Powerful" . . . "No Dust Bag to Empty"!

Lewyt backs dealers with the biggest, most complete sales-plan in cleaner his-

tory! Ad after ad breaking in magazines, newspapers, radio, TV, Outdoor! Powerful merchandising aids! And on top of it, the best organized co-operative advertising plan in the entire appliance industry! Contact your distributor today—get the full story on how you can tie in and cash in with LEWYT!



This Spring

DO IT with

LEWYT

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-6, 60 Broadway, Brooklyn 11, N.Y.

Arvin BRINGS YOU



THE FAMOUS ARVIN *Early Bird* HEATER OFFER!



...this chair given

with your order for Arvin heaters as outlined below

It pays to be an Early Bird! Place your order for Arvin heaters anytime between June 1 and September 1 and receive this comfortable Arvin chair. Red canvas seat and back, white enameled frames, folds in a flash, has many uses in your home or office. Approximately a \$6.00 retail value. Here's how you get it:

Six attractive deals:

- No. 1—One chair with order for twelve 1320-watt heaters
- No. 2—One chair with order for six 1320-watt heaters plus three 1650-watt heaters
- No. 3—One chair with order for six model 5600—new 1650-watt automatic heaters
- No. 4—Two chairs with order for twenty-

four 1320-watt heaters

No. 5—Two chairs with order for twelve model 5600 new 1650-watt automatic heaters

No. 6—Two chairs with order for eighteen 1320-watt heaters plus three 1650-watt heaters divided, two model 5600 and one model 5100

Limit two free chairs per dealer

Freight is prepaid. Order from your Arvin distributor now. Join the thousands of Arvin dealers who have earned this attractive premium.



For the terrace ... sun room ... bridge ... television ... game room ... beach, camp



\$1140

Model 91A



\$1295

Model 224



\$1485

Model 223

Arvin Standard Fan-Forced Heater—built for compactness, convenience, and utmost economy. 7½" high, 7½" wide, 5" deep plus 1½" extended guard rails. Smartly finished in sun-tan enamel. Heating capacity (42 CFM) equals that of larger Arvin fan-forced models shown at right. 1320-watt unit; operates on AC only. Listed by Underwriters' Laboratories.

Arvin Deluxe Fan-Forced Heater—for your customer who wants a heater of conventional size, combining excellent appearance and a budget price. Finished in willow-green baked-on enamel; convenient hand-hold in back. 1320-watt heating unit. No radio or TV interference from motor. Operates on AC only. Listed by Underwriters' Laboratories.

Arvin Custom-Safety Fan-Forced Heater—sleeker design in a handsome hammerloid tan enamel finish, with extra sales features to help you in "trading up"—including on-off toe-switch, convenient carrying handle, and the famous Arvin Safeguard switch that cuts current instantly if heater is upset. Operates on AC only. Listed by Underwriters' Laboratories.

Distributors and dealers are invited to visit Arvin showrooms at:

• 8-14 W. 30th Street, New York • 150 North Wacker Drive, Chicago

Electric Housewares Division

DOUBLE-BARRELED ACTION!

Two sensational
New Units
round out the most
complete heater line!



You rightly expect the best, the
newest from Arvin—the leader
in portable electric heaters! Count on Arvin—standard of
the industry—to offer more in
performance, features, value!



NEW

1650 WATTS
AUTOMATIC
Model 5600

\$34.95



NEW

1650 WATTS
Model 5100

\$21.95

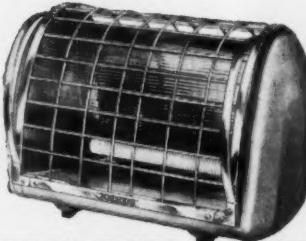
Arvin Thermostatic-Controlled Automatic Heater—Finest Arvin heater ever built! Combines fan-forced and radiant heat. Set furnace-type thermostat for desired room temperature, and heater automatically operates as necessary to maintain that temperature. Two heats, 1320 or 1650 watts, by user's selection. Long-life range-type rod heating units. Red glow signal light. Safeguard switch cuts current if heater is upset. Induction motor, no radio or TV interference. Beautifully finished in bronze with ivory plastic trim.

This brand new Cool-R-Hot Fan-Heater is a "jet-propelled" version of the famous Model 5000, with a 1650-watt heating element! Combines fan-forced and radiant heat—raises temperature fast. Doubles as room cooler and circulator in summer. Safeguard switch cuts current instantly if heater is upset. 8-inch air-scoop blade of enormous capacity. Beautifully finished in green or bronze with bright chrome base and medallion. Model 5000 Cool-R-Hot Fan Heater, 1320 watts, \$21.10



\$15.95

Model 223A



\$11.95

Model 52B

Arvin Custom Gle-Safe Fan-Forced Heater—finished in rich ivory enamel with all the advantages of Model 223, plus red signal light that glows when unit is turned on. Like all Arvin Fan-Forced Heaters, the high quality induction motor does not interfere with radio or TV reception. Operates on AC only. Listed by Underwriters' Laboratories.

Arvin AC-DC Radiant Heater—the most efficient radiant heater ever built, and a source of quick, glowing, fireplace-like warmth. Especially desirable wherever direct current prevents use of an Arvin Fan-Forced Heater. Scientifically designed for maximum radiation over a wide area. Works like a circulating heater. Listed by Underwriters' Laboratories.

A WHALE
OF A DEAL
FROM THE
LEADER
IN HEATERS!

All list prices are suggested only and subject
to change in accordance with OPS regulations.

ARVIN INDUSTRIES, Inc.,

(formerly Noblitt-Sparks Industries, Inc.)

Columbus, Indiana



1 FILLING A PRESCRIPTION, Gerald Schwarz (left) asks the druggist why he has such a warm store, when an exhaust fan would do the trick. Druggist Reisner asks, "What's an exhaust fan?"



2 TEN MINUTES later, Schwarz returns with literature and sells a fan, and several days later Reisner mentions several other merchants who he thinks might be good prospects for Schwarz to work on.

SELLING FANS is a BREEZE...

. . . for Gerald Schwarz of Cleveland, Ohio, who lets Weather Bureau statistics prove his claims about cooling ability and lets users help him sell \$11,000 worth a year

By FRANK A. MUTH



5 TWO WINDOW FANS are set up in the back door to demonstrate the flow of air they will create.



6 FANS PULL all the air through the store as Schwarz demonstrates with a handkerchief at the back door.

SELLS FANS



3 STOPPING OFF the next day at Martin's Beauty Shop, Schwarz finds it has an air conditioning unit, but does not let that hamper his story about how well a fan can cool a store.

WHEN Gerald Schwarz resigned his engineering job with a heat-ventilating company in compliance with his doctor's recommendation, he fully expected a complete rest which would be the end of 22 years of self-satisfying work. But he didn't realize that the doctor's prescription would open up a new business for him.

The day that he walked into a local drug store in Cleveland's east side to have the prescription filled, Schwarz

noticed that the store was very hot. He asked the druggist if he had an exhaust fan. When asked what an exhaust fan was, Schwarz went to his factory and picked up one of their fans to show the druggist. Less than ten minutes later, the druggist bought the fan.

Schwarz, since he was not bed-fast with his illness, decided to canvass the area and see if any of the other stores had, or knew about, fans. At the same time, the druggist was spreading his



4 BEAUTICIAN Martin listens attentively to the facts pointed out from the weather bureau form that Schwarz uses to show the average reduction of temperature from day and night.

praises to other merchants. Within a few days, a tailor shop near the drug store asked for a demonstration, and bought a fan the same day. Schwarz rapidly made calls and sales to many other businesses in the area—another tailor, a haberdashery, a dry cleaner, two to a beauty parlor, two to a bakery, two to a super market, a delicatessen, a restaurant, a real estate office, a doctor's office, and several home owners in the same block—plus homes of the various businessmen.

"I just don't know how a person is supposed to sell a fan," Schwarz confesses. "I spent so many years as a design engineer that selling 35 fans in a few weeks was as much a surprise to me as it is to any person who tries to find gold at the end of the rainbow and succeeds. In a way it was a golden rainbow treasure for me—\$11,000 in sales last year."

"A person doesn't have to be a salesman, really," he continues. "If he
(Continued on page 90)



7 A PROSPECT in a clothing store asks about the fans that make it so cool and the owner tells her to call Schwarz for information on a fan at home.



8 SCHWARZ COMES OVER the next evening and installs one in her home. The familiar handkerchief demonstrates the air being pulled out of the house.

ADVERTISED IN

LIFE

LIFE returns to Keil's—

Keil's gets returns from

ADVERTISED IN

LIFE

FOR the second time, Keil's of Wilmington, Del., has found that an "Advertised-in-LIFE" promotion is synonymous with a sales increase.

"Traffic during those two weeks climbed 40% and all our departments experienced a substantial increase in sales," said Saul Galperin, advertising manager.

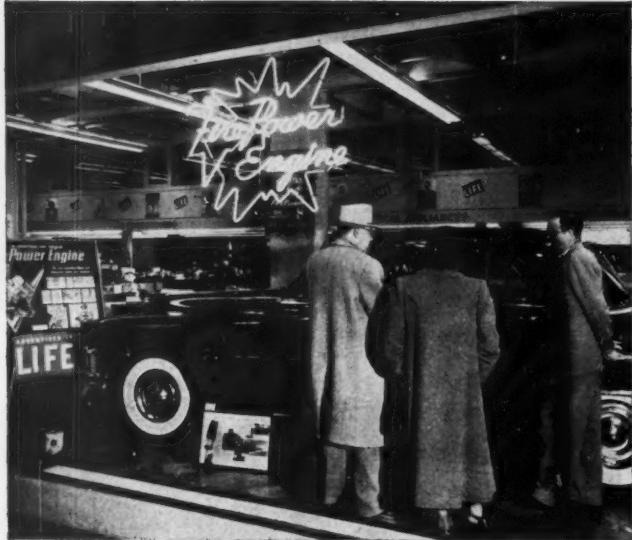
To really make the promotion pay off, Keil's tied in with every medium available . . . newspapers, radio and TV. And, as you can see in the pictures on these pages, Keil's made good use of

all the LIFE promotion material.

Added Mr. Galperin: "I'm sure that a second LIFE promotion is more important than the first. I already have plans for another LIFE promotion for the fall of 1952 as well as a year-round program of continuing the LIFE-Keil association."

Maybe it's time that your store had a second or third LIFE promotion to bolster your year-round selling with LIFE. Why not make plans for it now? Meanwhile, tie in with the LIFE products advertised in May.





Everything from Chrysler automobiles to big and small appliances was featured by Keil's during their promotion. Said D. P. Clifton, mgr. of automotive department: "A LIFE promotion is about the only thing I've seen with the prestige needed for new-car promotion."



Salesman Charles Hueston of the appliance and television division says: "I never realized the effect of LIFE's local coverage until I got my customers nodding 'yes' when I asked them if they'd seen a certain product advertised in LIFE."

To get sales returns during June, feature these LIFE-advertised products:

MAJOR APPLIANCES

- June 2 Kelvinator Refrigerator—pg., c.
Fedders Quigan Air Conditioner
—½ page
- Hoover—Cleaner Service—
14 lines
- June 9 Hotpoint Refrigerator—spread, c.
Norge Refrigerator—page, color
Frigidaire Refrigerator—page
RCA Room Air Conditioner—
page
- Thor Spinner Washer—½ page
- June 16 Singer Sewing Machine—pg., c.
Fedders Quigan Air Conditioner
—¼ page
- Hoover—Cleaner Service—
14 lines
- June 23 Servel Refrigerator—page, color
Crosley Refrigerator—page
General Electric Dishwasher—
page
- RCA Room Air Conditioner—
page
- Westinghouse Refrigerator—pg.
- June 30 Amana Freezer—page, color
General Electric Vacuum Cleaner
—page, color
- Philco Refrigerator—page
Hoover—Cleaner Service—
14 lines

SMALLER APPLIANCES AND HOUSEWARES

- June 2 Firestone—Retail Division—
spread, color
- Schick "20" Shaver—page, c.
Sunbeam Coffeemaster and Mix-
master—page, color
- Dormeyer Appliances—two
½ pages, color
- Proctor Ironing Board Pad and
Cover—½ page
- Larvex—½ page
- Westclox—½ page
- Westinghouse Fan—84 lines
- June 9 Fire-King Ovenware—page, c.
Sunbeam Shavemaster—page, c.
Vornado Fan—½ page
- Clorox—½ page
- Universal Vacuum Bottle—½ pg.
Westinghouse Fan—84 lines
- Spickelmier Paints—70 lines
- Puritan Clothes Line—28 lines
- June 16 Pyrexware—page, color
General Electric Clocks—page
Minneapolis-Honeywell Controls
—page
- Serviset Paperware—½ page, c.
Westinghouse Fan—84 lines
- June 23 Vornado Fan—½ page
Westclox Travel Alarm—½ pg.

Westinghouse Fan—84 lines

June 30 Westinghouse Fan—84 lines

HOME FURNISHINGS

- June 16 Cannon Towels—page, color
Pullman Foam Furniture—
page, color
- U. S. Koylon Foam Cushioning
—page, color
- Ostermoor Mattress—112 lines
- June 23 Firestone Velon Flex—page,
color
- Nachman Innersprings—42 lines
- June 30 Koolfoam Pillows—page

RADIOS, TV, RECORDS AND INSTRUMENTS

- June 2 Lester Pianos—½ page
RCA Victor "45" Record
Player—½ page
- June 9 Motorola Television—page, c.
- June 16 Westinghouse Television—pg., c.
RCA Victor Radio and TV—pg.

STATIONERY REQUISITES

- June 2 Scotch Cellophane Tape—pg., c.
Ansco Film—page
- Burroughs Adding Machine—
½ page
- Waterman Pens—130 lines

June 9 Cine Kodak—page, color
Gibson Greeting Cards—page, c.
IBM Electric Typewriters—

page, color

Parker Pens—page, color

Ansco Film—½ page

Spartus Cameras—56 lines

June 16 Scotch Cellophane Tape—page

Argus Cameras—½ page

June 23 Ansco Film—spread, color

Eastman Kodak—page, color

June 30 Mounties—14 lines

OTHER

- June 2 Roadmaster Bikes—½ page
Sunbeam Rain King—½ page
- June 9 Clinton Machines—page, color
B. F. Goodrich Garden Hose
and Koroseal Play Ponds—
page, color
- Portable Electric Tools—½ pg.
Sunbeam Hedge Trimmer—½ pg.
Chris Craft Boating Equipment
—42 lines
- June 23 Doughboy "Water Circus" Play-
mates—page, color
- American Character Dolls—
½ page
- Chris Craft Boating Equipment
—42 lines
- June 30 Doeple Model Toys—½ page

First in circulation

First in readership

First with hardware retailers



9 Rockefeller Plaza, New York 20, N. Y.

Hear Robert Montgomery, "A Citizen Views the News" . . . weekday evenings on most NBC radio stations.



SUMMER PEOPLE with cottages in tiny Twin Lakes, Wis., come to relax and fish, are not easily enthused about appliance buying.



INCONSPICUOUSNESS of Hildebrandt's store on Twin Lakes main thoroughfare did not encourage people to stop and shop for appliances.



EXCITEMENT of a show, using entertainers from WTMJ, brought hundreds to store, gave Hildebrandt an opportunity to make them appliance conscious.



RESULTS of Hildebrandt's shows and sales efforts include modern equipment like electric ranges, deep fat fryers, TV and space heaters in many homes.

He Woke Up the Summer Home Market

Sleepy Twin Lakes, Wis., a town of 950 summer homes, woke up only for fun and entertainment—so dealer George Hildebrandt gave it to them with a sales pitch, now sells \$100,000 a year to cottage owners

When the glad cry, "School's out!" rings over the nation, the upper middle class moves to summer homes.

No one knows how many families own or rent summer cottages in the United States, though the census guesses 1,238,000. While there are 400 resorts loudly touting their wares in the Chicago Tribune, the summer cottage is unlisted, unlicensed and

unknown. In Wisconsin there are believed to be 7,000 dotting its 200 lakes. And with 9,000 retail outlets for outboard motors in the country—a sure indication of a resort area—the nationwide spread must be tremendous.

All of which would indicate that the accomplishment of Hildebrandt's Department Store in Twin Lakes, Wis., can be repeated in many places.

First of all, let's look at the Twin Lakes market. Thanks to Ken Bjerning, who rides herd on the area for the Wisconsin Power & Light Co., we can present a thumbnail portrait of this summer area, and you can multiply it indefinitely.

Twin Lakes has a permanent population of 600 souls. There are 250 houses which are lived in the year around and 950 summer homes. Since there is no cut-off of electricity in the winter, this number cannot be known exactly. The summer visitors have an average investment of \$7500 in their houses, and from four to five people live in each during the warm season, with Decoration Day.

Don't for a moment get the idea that the typical summer home is a tumble down affair, lit by smoky coal oil lamps and decorated with outdoor telephone booths. They can't be, for of these 950 homes in Twin Lakes, around 632 are rented for from two to three months, at from \$30 to \$60 a week. They are profitable to the owners, and have to be modern to command these good rentals.

The day is past when the second-hand appliance from home was moved to the country. This is not to say there are no shacks which house this sort of thing, because (Continued on page 104)



QUAKER "BLO-THRU" GAS HEATERS
(Models 550-565)

Provides the finest heat distribution and greatest economy of any gas heater made. Available with automatic heat circulator.



THE QUAKER CHALLENGERS
(Models 3013-3010-3008)

The Only Heaters In The Moderate Price Class With So Many Exclusive Advantages!



THE QUAKER "LITTLE GIANT"
(Model 3308)

Does a "big" heating job in a small space. Ideal for camp, cottage or remote room.



THE QUAKER 3210-M (Manual)
THE QUAKER 3210-T (Thermostatic)

Producing more dollar volume for dealers than any other heater on the market today!



QUAKER FIRESIDE GAS HEATERS
(Models 3428A-3350A)



QUAKER FIRESIDE GAS HEATERS
(Models 3558A-3456A)



QUAKER FIRESIDE GAS HEATERS
(Models 3808A-3650A)

SIX NEW MODELS! Fully vented. Heating units are porcelain enameled inside and out for lifetime service. Porcelained outer casings. Radiant fronts. One-piece welded construction. Automatic controls optional. Capacities range from 35,000 BTU input to 80,000 BTU input.

QUAKER

**THE MOST COMPLETE
HEATER LINE IN THE INDUSTRY**

See For Yourself...

Visit Room 516-B
AMERICAN FURNITURE MART
JUNE 16 - JUNE 26



QUAKER FIRESIDE UNVENTEDS
(Models 4120A-4220A
4300A)

NEW! Choice of three sizes for smaller heating needs. Efficient and low in cost and upkeep.



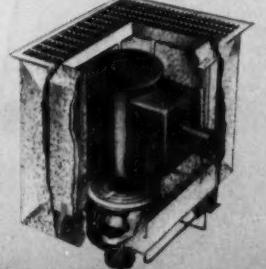
QUAKER VENTED GAS CIRCULATOR
(Model 5200A)

NEW! An excellent heat circulator. Efficient in operation. Both inner unit and outer casing porcelain enameled.

**QUAKER OIL
FLOOR FURNACE**
(Model 270)
Available with
fuel-saving me-
chanical draft to
help lick tough
chimney problems.

QUAKER TWIN KEROSENE HEATER
(Model 12A)

NEW! Needs no chimney. Twin-burner portable kerosene heater. Efficient, eco-
nomical, low priced.



MAIL THIS COUPON TODAY!

QUAKER MANUFACTURING COMPANY
223 W. Erie • Chicago, Ill.

Please have my distributor contact me. I want the facts about QUAKER's new line and details of their sensational 1952 promotional program.

NAME.....

STORE NAME.....

ADDRESS.....

CITY..... ZONE..... STATE.....

Distributors: Some territories now open. Write for details.



AUTOMATIC HEAT CIRCULATOR
Requires no attention! Turns on when heater is warm... turns off when heater cools down.



QUAKER MECHANICAL DRAFT
Gives fuel savings impossible to get any other way. Supplies air to the burner mechanically.



**QUAKER THERMOSTATIC
CONTROL**
Available on most QUAKER heaters. Provides convenient wall thermostat heater operation.

Thor does

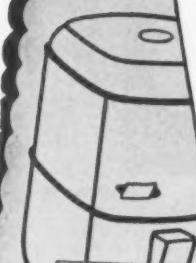
REG. U. S. PAT. OFF.

See the NEW
Thor Washer
DEMONSTRATION

Week-Ender Case

Rich simulated alligator case fitted with a complete assortment of 11 famous Patricia Stevens Beauty Aids — plus a priceless makeup guide, "The Way to Look."

LIMITED QUANTITY



person a desert to be like a set along rabbits at "We do machines em beauties. How about trading we'll get up the equivalent in gold dust for the price of the washing machines. Sincerely, Joe Diederich." So far Joe has

JOHN R. HURLEY
President

| | |
|--|--------------|
| DOMESTIC SERVICE | |
| Check the class of service desired. otherwise this message will be sent as a full-rate telegram | |
| FULL RATE TELEGRAM | SERIAL |
| DAY LETTER | NIGHT LETTER |
| NO. WDS.-CL. OF SVC. | |
| FD CR COLL. | |
| CASH NO. | |

Send the following message, subject to the terms on back hereof, which are hereby agreed to:

JOHN R. HURLEY
THOR CORPORATION
CHICAGO, ILLINOIS

ON LAST LEG OF COUNTRY SWING. DEALER AND DISTRIBUTOR ENTHUSIASM FOR THOR BEAUTY PROMOTION REACHED NEW HIGH. THIS UNDERSTANDABLE BECAUSE OF EXCELLENT THOR INCREASE IN RETAIL MOVEMENT—ALL MODELS—ALL PRICE BRACKETS.

ALL DEALERS REPORT TREMENDOUS INCREASE IN STORE TRAFFIC AS RESULT OF FREE LIFT OFFER.

ALSO HAPPY TO FIND THAT WOMEN WHO HAVE TRIED THE PATRICIA STEVENS COSMETICS ARE ALL TALKING ABOUT THE EXCEPTIONALLY HIGH QUALITY & WONDERFUL ASSORTMENT CONTAINED IN WEEKENDER KIT. CAMPAIGN SUCCESSFUL IN ALL AREAS.

M. R. WILSON

OUR EXCLUSIVE 5-YEAR GUARANTEE COVERING PARTS & LABOR ALSO RECEIVING EQUALLY HIGH ACCLAIM FROM BOTH CUSTOMERS & DEALERS.



Luxurious 39.50 Value WEEK-ENDER CASE

Rich sim
fitted wi
ment of
Stevens
priceless
Way to

Our

Thor
Thor

Thor to Give Cosmetic Kit With Washers

Thor Corporation, maker of home appliances, has launched what it calls an "unrelated" tie-in campaign to sell washing machines, the company said today. To a woman who witnesses a demonstration of the washer will go a home permanent wave kit valued at \$2.25 to a woman who buys a washer will go a cosmetic

11-Day Thor Georgia Sales 190% Over '51

ATLANTA, April 27.—Sales of the Thor Corp.'s laundry line in Georgia for the 11-day period from April 14 through April 24 ran 190 per cent above the comparable period of last year, according to Tom Sanders, manager of the Thor appliance department of Pease-Caulbert Corp., distributor of the line.

"Thor's large-scale current promotional campaign broke in newspapers here on Sunday, April 13, when a full-page ad was run by manufacturer-distributor. That set up by the number of



M. R. (BOB) WILSON
General Sales Manager



En
Hai

Well, Mi
a knothole at
There's no
modelling agen

"In fact," sa
should have disa

it again!

SPRING BEAUTY PROMOTION SCORES HEAVILY IN SALES FOR THOR FRANCHISE DEALERS!

Lilt Kit Offered to Women Who Watch Thor Demonstration

CHICAGO, March 25 - Thor Corp kicks off a new \$500,000 promotion for its wash with an unusual to housewives.

Actually, the o ure, Thor will a permanent wave woman who with demonstration

o any purch her, the com week-end c valued at \$3 hatbox-type assortm of y aids.

unusual lics and wulated to d wonder between

ing to there is no conn an attention gett

■ Full-color, fu appear in the Ap

13 America

for, w

Of Washday

By Glamour Queen

look'

istol, do you look as if you've been pulled through

end of washday?

on Chicago, runs one of the country's biggest

string of charm schools and a cosmetics com-

Miss Stevens, "the steamy and uncombed look

ed along with the scrubboard and the starch

boiler."

The glamour queen points out

that today's push-button appli-

cances and new cosmetic tech-

niques have combined to allow

the homemaker to put her best

face forward any time of any d

"be it washday, ironin

dusting day."

Thor Starting 60-Day Spring Washer Sales Drive Tomorrow

National Ads for Pro

start.

New Ma

Luxurious 39.50 Value
WEEK-ENDER Face

Distributor Drive Plans

State — Told
Display, Ad

was announced in a brisk
Paul Buchen, central
ales manager and as
regional sales man
of Thor Inc.
re revealed that anyone
during the months
May would be given
perm



Beauty Of Offe Draws Sock Rep

CHICAGO—(INS)—A local s
ing company, Thor, which is o
ing a model's hat box contai
a beauty kit to purchasers of
new washers, has received a ne
counter offer from a lonely Ca
ifornia prospector. It was contain
in this recent letter post-marked

Rhylote, Calif.:

"Dear Sirs:
I see by the papers that you
are giving kits to women who
buy your washing machines. I think
that is downright foolish and
be even dangerous."

Want Information on Thor Dealer Franchise?
Visit us at Space 508-B during the Furniture Market!

Thor CORPORATION, Chicago 50, Illinois

A regular 2.50 box of s
enant. It's our invitation gift to you for
in to see a demonstration of the wonder
Thor washers. No charge
today for

ie declared
ale dividens
omemaker, h
and ch

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glamour elicits
from Mitchell-Pow
and their dealers
Appliances, who
ounced them for the n
s they would give aw
able cosmetic kit in a han
model's hatbox to ever
field of appliance selling. They
are: 1) A \$2.25 Lilt home perma
wash kit to every woman with
ing a Thor washer. 2) A
wash kit to every woman with
ing a Thor washer; 3) A
Thor washer.



Idea Digest



TEAR-OFF SIMPLIFIES SALES: When Ernest Barberio (above), architect for kitchen planning for Thiele's, San Antonio distributor, prepares a presentation, it has dealer's cost figures on the outside, customer's cost figures on the inside. The dealer tears off his strip and hands the rest to the customer, saving a lot of re-copying by the secretary.



PICTURES FOR COLORING BUILD TRAFFIC: Traffic-getter at Brunk and Sapp, Springfield, Ill., is its Shetland pony contest, in which parents must come with youngsters to get entry blanks. Now, before the ponies are awarded, the firm sends out outlined pictures for kids to color, with prizes for the best ones brought in (with parents accompanying). Result: double traffic.



"USELESS" WINDOW BUILDS SALES: This window on the driveway side of his Glenside, Pa., store has been one of the biggest sales builders for Charles Gerhard because of people's natural desire to get something for nothing. They wait to see what will appear next. He has opened a whole section for trade-ins and clearance merchandise—the "Steal Department."



AUTOGRAPHED BASEBALLS SELL RADIOS: Charlie Goodman of Hollander & Co., St. Louis, holds a baseball like the 3,000 given to youngsters whose parents purchased a Philco radio. Each was a major league ball with the autograph of a member of the St. Louis Cardinals baseball team. The autographing was done by rubber stamp, but the small fry went for them anyway.

Amana

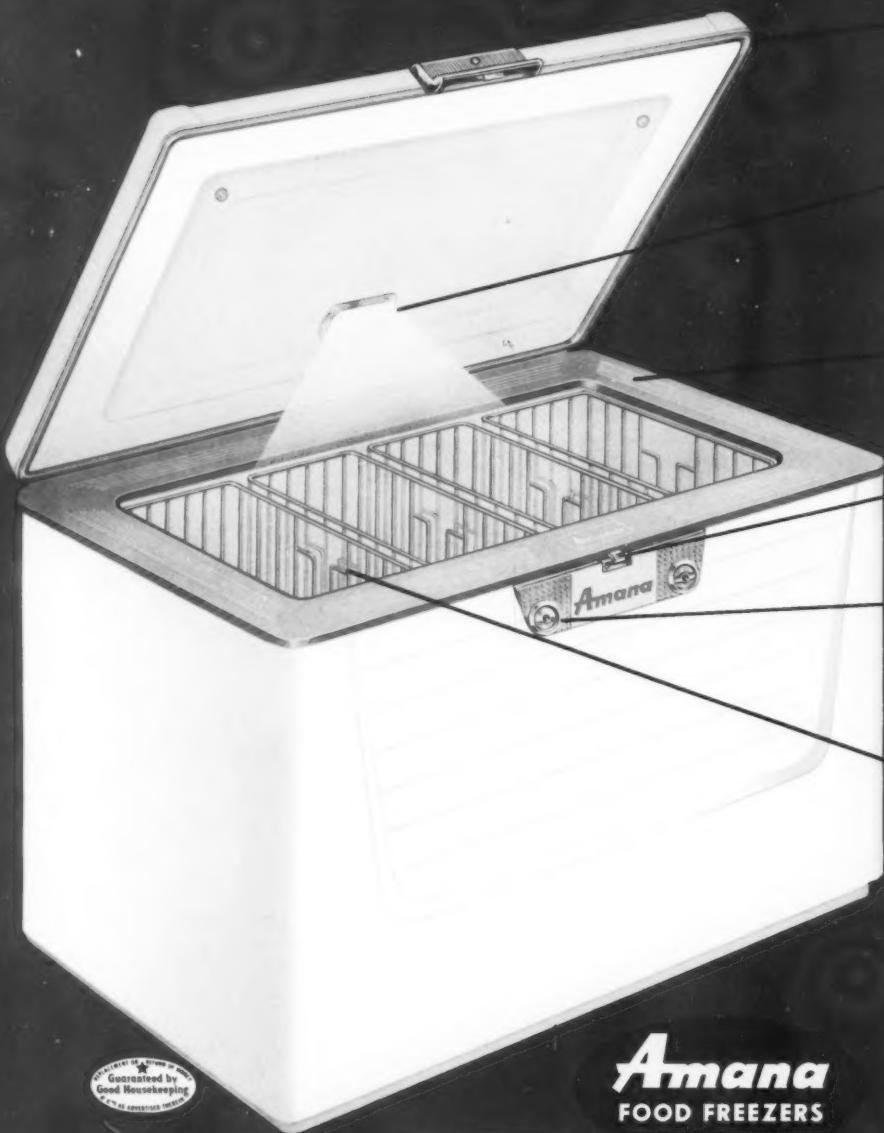
**can offer such brilliant
New DeLuxe**

CHEST FREEZERS

**DESIGNED TO OUTPERFORM
BUILT TO OUTLAST
PRICED TO OUTSELL ALL COMPETITION**



HERE IS PROOF POSITIVE...THE FREEZERS



FULL TOP LID

that's easy to open because it's counter balanced for "lady finger" operation. New exclusively designed roller latch gives positive vise-grip closing, yet opens with a touch.

AUTOMATIC LIGHT

turns on as lid is opened flooding chest area with light, making fast locating of foods possible. Recessed in the lid, it doesn't protrude into storage space. Mercury switch—no mechanical parts.

OPEN LID WORK SURFACE

of heavy moulded rubber for resting food while storing and removing. Its non-skid surface can't be scratched or marred.

BUILT IN TUMBLER LOCK

permits worry free storage no matter where the freezer is situated.

THERMO-GUARD INDICATOR

mounted in the lustrous plastic dashboard-styled front panel, always keeps you informed of interior temperatures. Specially constructed controls prevent the freezer from being turned off.

BASKETS AND DIVIDERS

for easy arrangement of food. Dividers are rigid and firm, yet easily removable for washing because they are never in contact with the zero wall.

POWERPACT CONDENSING UNIT

built by Amana to its own rigid specifications, assures years of trouble free service and low cost operation.

5 YEAR FOOD PROTECTION WARRANTY

Food spoilage loss due to mechanical failure will be reimbursed to freezer owner.

5 YEAR FREE REPLACEMENT WARRANTY

on the complete refrigeration system.

(Both of the above warranties are included in the price.)

Amana
FOOD FREEZERS

Amana MODEL 140

More than 14 cubic foot capacity
Holds over 490 lbs. of food
Retails very profitably

FOR
ONLY \$399.50

INCLUDING ALL WARRANTIES

YEAR 'ROUND SALES

THAT ONLY *Amana* CAN BUILD!

ONLY Amana, refrigeration pioneers, whose sole business is the manufacturing of food freezers could produce such superlative freezers at these amazing prices.

Amana has completely re-tooled its entire plant to modern precision specifications. Newly designed from top to bottom with only one purpose in view...the manufacture of quality freezers at prices that defy competition.

Everywhere, booming freezer sales on farm, in suburb and now in the city, too, will be the backbone of the white goods dealer. Capitalize on the potential, of the one white goods item that promises to show nearly a 100% increase in sales this year, by promoting the sale of these top quality, lowest priced freezers.

**THESE AMAZING PRICES
MAINTAIN
FULL PROFIT
FOR THE DEALER**

Amana MODEL 80

More than 8 cubic foot capacity
Holds over 280 lbs. of food
Retails very profitably

**FOR
ONLY \$279⁵⁰**

INCLUDING ALL WARRANTIES



These are not stripped down models, but carry all the de luxe features that only Amana with its freezer know-how and newly streamlined plant could produce at a price usually associated with smaller, inferior quality freezers.

Guaranteed by
Good Housekeeping



SELL THE FREEZER OF THE FUTURE NOW

Amana
UPRIGHT FOOD FREEZERS
PROVED "BEST by TEST"*

The BIG Freezer that Takes LESS Space!

- PROVED TO FREEZE MORE FOOD FASTER THAN ALL OTHER POPULAR BRAND FREEZERS TESTED
- PROVED TO MAINTAIN ZERO TEMPERATURE AT LESS COST THAN THE AVERAGE OF ALL FREEZERS TESTED
- CONSTRUCTED TO USE UP TO 40% LESS WALL AND FLOOR SPACE
- DECORATOR STYLED TO BLEND WITH ANY DECOR
- FIVE YEAR FOOD PROTECTION WARRANTY
- FIVE YEAR FREE REPLACEMENT WARRANTY ON THE COMPLETE REFRIGERATION SYSTEM



WIRE COLLECT FOR
DETAILS OF THE
FINEST DEALER
FRANCHISE IN THE
FREEZER FIELD.

*Electrical Testing Laboratories, Inc., New York, N. Y.

*Truly a
triumph of
Amana's
technical
skill*

Amana

"BACKED BY A
CENTURY-OLD TRADITION OF
FINE CRAFTSMANSHIP"



Amana MODEL 18

18 Cubic Foot Model holds
full 630 lbs. of food



Amana MODEL 12

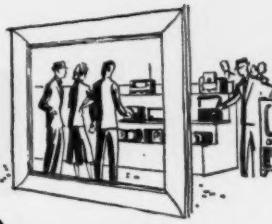
12 Cubic Foot Model holds
full 420 lbs. of food

The Amana Upright is also
available in the 25 cu. ft. size
for institutional and commer-
cial use.



AMANA REFRIGERATION INC. AMANA 16, IOWA

Good news for your
summer profit picture...



ZENITH quality brings you the portable with SELL BUILT-IN!



Model J402



DEMONSTRATE THESE SALES-MAKING BENEFITS!

- Convenient "Top-Side" Tuning
- Shielded Speaker Design
- Smart "Pick-Me-Up" Handle
- Zenith-Built Alnico Speaker
- Wavemagnet® Antenna
- Instantaneous Operation
- Easy Battery Change
- Works on AC, DC, or Battery

R-291B

ZENITH RADIO CORPORATION • Chicago 39, Illinois

REG. U. S. PAT. OFF.

NEW Super-Powered
"HOLIDAY"
Portable
with exclusive sales-clinching
Zenith styling and features . . .

Summertime—and the *selling* is easy when you let your customers know about this super-powered new Zenith portable. A real beauty in Maroon, Ebony or Grey plastic. One look at its sleek, streamlined styling, one listen to its mellow "console tone" . . . and that "prospect" becomes a buyer! It's custom-tailored to the needs of your many customers who'll be heading for beaches, picnics, vacations and want to take Zenith's luxury listening with them. Compact, lightweight, easy to carry, see how it pulls crowds into your store. See how its many exclusive, sales-compelling features—like the "top-side" tuning and "pick-me-up" handle—sky-rocket your summer volume. Zenith's new "Holiday" is your ticket to bigger big ticket profits!



How to stir 'em up



209 million dollars' worth!

YOU'VE got to stir 'em up—before you mow 'em down. That goes whether you're selling dollar watches or three-hundred-dollar television sets.

Our stir-'em-up-brand of journalism will result in Collier's readers buying 1,262,000 electrical appliances in 1952—*spending over 209 million dollars for them.*

Why? Because week after week, Collier's puts on the most exciting show in the magazine field—a show that moves merchandise, as well as people.

In 1952, for example, Collier's published such standout features as:

MAN WILL CONQUER SPACE SOON
(March 22)

BIG BUSINESS FOR A BIG COUNTRY
By David Lilienthal
(this series starts May 31 issue)

MY WHITE HOUSE YEARS
By Herbert Hoover
(starting April 19)

BYRNES ANSWERS TRUMAN
(April 26)

In 1951, we published such prize-winning features as:

ATOMIC MIRACLE, which revealed for the first time a daring new way of treating brain tumors.

THE HIGH COST OF DYING, which prompted responsible groups of undertakers to launch a campaign of policing its members.

No wonder Collier's is read, discussed, debated—and quoted in newspapers more than any other magazine in its field.

Think this kind of journalism could help sell your product—help you share in this 209 million dollar market? Further information is yours for the asking.

Here's Why Collier's Stirs 'Em Up in the Electrical Appliance Field

Of the four major magazines, Collier's leads the field in percentage of women family heads 35 and under, women whose principal interests are child care, food preparation, housekeeping—*your best customers.*

Percentage of Women Family Heads 35 and Under*

| (Weekly) | |
|----------------------------------|--------------|
| Collier's | 41.1% |
| Life | 36.7% |
| The Saturday Evening Post | 34.1% |
| (Biweekly) | |
| Look | 38.2% |

*Stewart, Dougall and Associates

Collier's

Makes Things Happen

The Crowell-Collier Publishing Company, 640 Fifth Avenue, New York 19, N. Y.
Publishers of Collier's, The American Magazine, Woman's Home Companion

Cash in on the big swing to AUTOMATIC DEFROSTING with Paragon de-frost-it



Now you can sell your customers automatic defrosting for only \$9.95

The big news in refrigerators in 1952 is Automatic Defrosting! As more and more refrigerator manufacturers play up this wanted feature — more and more housewives are sold on its advantages — and this creates a tremendous market for you . . . no matter what make of refrigerator you sell! For now you can offer simple, clean, worry-free automatic defrosting for any refrigerator, new or old, with Paragon's performance-proved, market-proved "de-frost-it"!

MOVES FAST — priced for everyone's pocket. Fills a need people want today. A recent survey shows over 29,000,000 housewives want automatic defrosting.

BUILDS TRAFFIC — nationally advertised. Big swing to automatic defrosting has real momentum today . . . getting better all the time.

STEPS UP PROFITS — word-of-mouth advertising by users is "de-frost-it's" greatest salesman. Just sell a few in your area and watch 'em start to come in and ask for the "de-frost-it."



- De-frost-it is the only complete unit . . . no extra cord to buy . . . no installation . . . hangs anywhere.
- De-frost-it is completely performance proved . . . hundreds of thousands of satisfied users.
- De-frost-it is made and backed by the world's largest exclusive manufacturer of time controls.
- De-frost-it is backed by aggressive national advertising . . . reaching over 7,000,000 prospects . . . month after month.
- De-frost-it merchandising plans . . . sales policies . . . dealer aids help you cash in on customer demand.

Sold only through established retailers.

© 1952, P. E. Co. Call your jobber or write us on this profitable line.

PARAGON ELECTRIC COMPANY
1638 Twelfth Street
Two Rivers, Wisconsin

Selling Fans Is a Breeze

CONTINUED FROM PAGE 75

does a good job of telling the customer what he should have, what results he can expect, and insures proper fan installation, he will acquire satisfied customers and many leads for future sales."

Schwarz realized that many people knew very little about fans. When he would ask them if they wanted their place a little cooler, he usually got back a wisecrack reply. But Schwarz quickly tells them that a fan is more than a fan . . . it is equivalent to air conditioning 8 hours of the day. "With an air conditioner," he points out, "you get about 10 percent reduction in air temperature. But a fan will reduce it as much as the outside air varies . . . when you can cool the walls, ceiling and air in the store to the lowest outside temperature, and keep them cool until late in the afternoon, you get a real cooling job. This is the secret of heat and cooling and Weather Bureau figures will certainly bear me out."

Fan Offers 18 Degrees Drop

"For instance," Schwarz explains, "at 90 degrees, the air conditioner will take it down to about 80 degrees by the 10 percent method. But you can show (by weather bureau figures) that the average reduction of summer night air temperature over a two month period, (July and August) is 18 degrees, and that they are getting more for their money on an exhaust fan. It costs about as much as a 300 watt bulb to operate."

By citing the Weather Bureau form 1001-C supplement, U. S. Dept. of Commerce, Weather Bureau, special meteorological summaries (daily chart to show readings every six hours for your city), Schwarz believes that the 5 cents he pays for the form is worth more than \$500. It does more than any claim a salesman can make in promising to cool homes or stores by

about 15 degrees. Schwarz collects forms over periods of several years and shows the customers the average temperature change during that period.

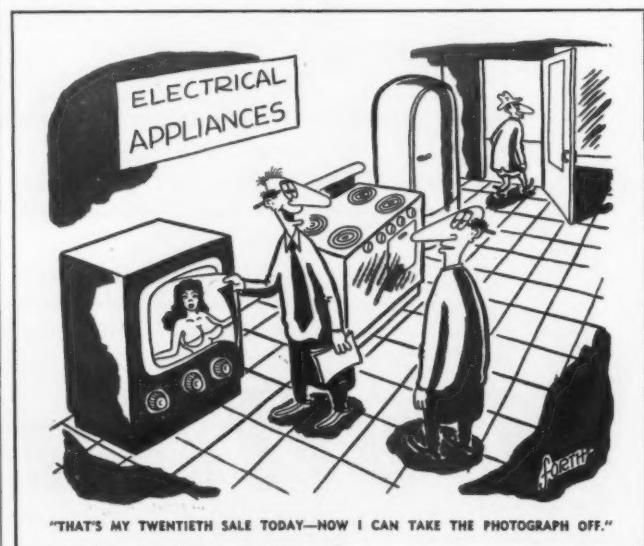
The average "difference in temperature" for the following cities and equivalent tonnage of air conditioning can be computed from the formula: Heat removed, B.T.U. per min-air flow, c.f.m. x temp. diff. (from A.S.H.V.E. guide).

| City | Average Diff. Equiv. Tons, A.C. | |
|--------------------|---------------------------------|------------------|
| | Temp-Nite-Day | 12000 B.T.U./Ton |
| Albany, N. Y. | 19 | 4-3/4 |
| Birmingham, Ala. | 17 | 4-3/4 |
| Boston, Mass. | 17 | 4-1/4 |
| Chicago, Ill. | 14 | 3-1/2 |
| Cleveland, O. | 15 | 3-3/4 |
| Dallas, Tex. | 19 | 4-3/4 |
| Detroit, Mich. | 18 | 4-1/2 |
| Jacksonville, Fla. | 16 | 4 |
| Louisville, Ky. | 19 | 4-3/4 |
| Milwaukee, Wis. | 16 | 4 |
| Phoenix, Ariz. | 26 | 6-1/2 |
| Richmond, Va. | 19 | 4-3/4 |
| Seattle, Wash. | 18 | 4-1/2 |
| Wichita, Kas. | 21 | 5-1/2 |

"You can't spend a lot of time with a prospect," Schwarz points out. "If he does not seem interested, I don't take over 10 minutes. If he doesn't want it, I find out quickly, and don't waste my time or his. There are too many prospects who are interested."

"If a man has shown some interest, I quickly dash out to my station wagon," Schwarz continues, "and get a few exhaust fans and set them up in some doorway or other to demonstrate. By putting the fans in a vertical position, and placing cardboard around them to completely block off the space, I can show how quickly the air is made to move. That is a real clincher and makes a terrific impression."

Schwarz has found that he must arrange a demonstration in order to
(Continued on page 92)



new!

**Pedestal DYNAFAN
MP 525 HV**

Adjustable from 64" to 84". Moves 3850 cubic feet per minute. New wind-tunnel tested blades with power and capacity for large area. Ideal for restaurants, stores, factories, churches, schools and large homes. 20" weighted base.



pluck your profits out of the air

with **Mimar Dynafans**



In designing these sensational Dynafans, Mimar Products, Inc., included every feature the customer wanted for complete comfort control in his home.

Dynafans feature *high velocity*, which means moving roomfuls of air in minutes. And Dynafans produce perfect ventilation wherever it is needed—from cellar to attic.

They are completely *versatile*—one Dynafan can cool hot spots —warm cold areas—draw in fresh air—exhaust stale air. All Dynafans are completely portable, require no installation, are usable in every season, harmonize with any interior decoration.

There is a Dynafan to fit every customer's need—air volumes moved range from 2500 to 3850 cubic feet per minute.

Finally, all Dynafans carry a 5-year guarantee.

**DYNAFAN
MP 525 HV**

High Velocity. Portable. Quiet. 22½" High, 13½" deep, 21" wide. Useful from cellar to attic.



**STARFLECTOR
Combination
FAN-HEATER
MP 300**

Versatile—Cools, Heats—Ventilates. 16" High—8" Deep—14½" Wide. Year-around use.



**MIMARVEL
Hair Dryer**
Tilttable, portable. Small space Heater. Dryer. Also Cools. Completely Versatile. 11" x 9¼" x 5½"

See these sensational Dynafans in action, try them yourself...contact Mimar for all details.

MIMAR PRODUCTS, INC., Brooklyn 5, New York

Branches: El Monte, California • Chicago, New York



Do you look for answers too?

Sometimes you have to look for an elusive collar button. There's no getting around it. But you can avoid having to search for an answer to a customer's question if you just "know your stuff."

People want to be told what your appliances are made of. For example, many toasters, waffle irons, roasters, coffee makers and picnic grills have reflectors and other parts made of Armco ALUMINIZED Steel.

Here are questions your customers may ask about this special steel—and the right answers:

Q. Is this metal a solid aluminum alloy?

A. No. It is a sheet of steel coated with aluminum by a patented method. It is actually dipped in molten aluminum.

Q. What are its advantages?

A. The steel core provides the strength—the two metals together resist a combination of heat and corrosion better than either metal alone.

Q. What about heat reflection?

A. Armco ALUMINIZED Steel has a high degree of heat reflectivity. It will turn back approximately 80 per cent of the radiant heat thrown against it—an important reason for using ALUMINIZED in room heaters and range parts.

Make a note of these selling points of Armco ALUMINIZED Steel. They will help you sell appliances that have parts made of this Armco Special-Purpose Steel. Don't forget, customers will want to know the plus-values in your merchandise when they come in to buy a present for the June bride.

ARMCO STEEL CORPORATION

3012 Curtis Street, Middletown, Ohio • Plants and sales offices from coast to coast • Export: The Armco International Corporation



Selling Fans Is a Breeze

CONTINUED FROM PAGE 90

close each sale, but the customer that is sold properly and thoroughly will be the customer who supplies other leads. For instance, many people who shop in the grocery, drug, beauty and clothing shops see the fan and ask about it. "They are quickly recommended to me, and I'm on my way to another sale," Schwarz adds.

Puts Cards on Fan

After every installation, Schwarz puts a little card on the fan with his name, address and telephone number on it. When inquiries are made to the store owner, they are quickly given the data on the card. A week after the fan is in use, Schwarz goes back to the store to see if it is satisfactory and that the owner likes its results. Schwarz tells them that he only wanted to drop by to squirt a little oil on it, but mainly he is interested to see if there are any leads from people who have seen it. "It is a terrific help, especially at the beginning of the season," says Schwarz. "Moreover, it is wonderful to get other leads."

With the entire operation from his home, Schwarz usually keeps about 30 fans on hand. Most of the time he uses Rex fans, but has all makes available and uses the fan that will fit the situation best. For one location, he may recommend a General Electric and for others he may suggest Westinghouse, Vornado, or Robbins & Myers.

One of the biggest problems in selling fans, Schwarz discovered, was the noise that they can make. It varies greatly with the type of fan. Schwarz discovered that Sears was his biggest competitor because of their very low prices. Schwarz bought one and started carrying it with him to show the customers the comparison in performance. In addition to the noise

factor, Schwarz likes to show them a good two-speed fan.

Even stores with air conditioning units have been impressed with the information about what a fan could do. Schwarz points out that it is cheaper to use on the day when a fan can be used alone. Instead of using the expensive air conditioner unit, fans will reduce operating cost on the mildly warm summer days. One beauty shop with an air conditioning unit bought two exhaust fans from Schwarz.

"The best time to start circulating the fan story is about May," says Schwarz. "I can at least introduce myself and give them something to think about on the few warm days that we have early in the season. It's bad business to wait until July or August . . . because it will be easy for them to say, 'Oh I can wait until next year. I'd like one, but don't think I need it this late in the season.'"

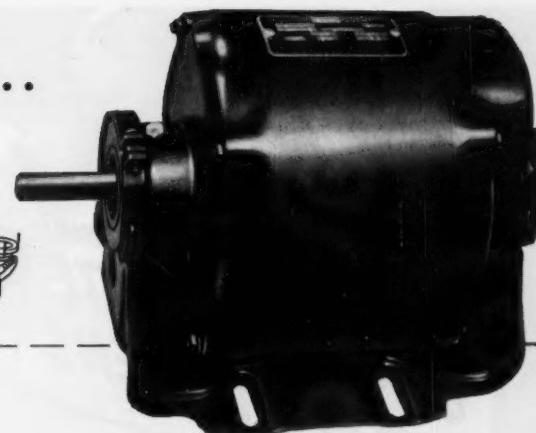
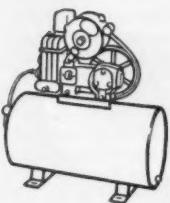
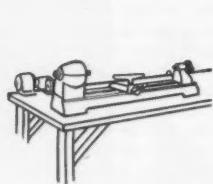
Outside Selling Is Best

Already this year Schwarz has been increasing his contacts for a good fan season. Schwarz hopes to apply the same idea he uses at home. Instead of paying a terrific price for rent, he secured an attic apartment in a very nice neighborhood, which most people refused because of the great heat. Then he installed two window fans, and spent every night last summer comfortably and under blankets. He hopes to tackle older homes like his as good outside selling prospects. He believes that 3rd floor or attic apartments are being used more and more.

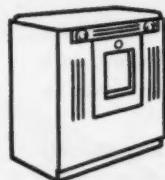
"The trend for '52 seems to be hard selling—especially outside selling," Schwarz relates. "So, my experience is going to be invaluable, and there is no doubt that I'll go well over the \$11,000 that I made in just a couple of months last season." End



For **ORDINARY** applications . . .



or **UNCOMMON** applications . . .



There's a

DELCO MOTOR

Built for the job!

DELCO FEATURES MAKE DELCO FINEST

- Aluminum rotor conductors, end rings and fan blades.
- Oversize steel-backed tin babbitt sleeve bearings.
- Varnish-dipped and baked motor windings.
- Resilient rings of special oil-resistant material.
- Large oil reservoirs cast integrally with end-frames.
- Exclusive Delco Thermotron for automatic motor protection.



Wherever fractional motors are needed—for small power tools, pumps, compressors, or any of hundreds of applications—you'll be *sure* of satisfactory performance by using Delco motors for the job.

From every standpoint, electrical and mechanical, Delco motors are *engineered and built* to deliver peak performance. And the way Delco motors *stand up* on the job has created a reputation for dependability—*Delco dependability*—that's unmatched in the field.

Get the data on Delco motors—and on how they best fit your needs—now. Write Delco Products, Dayton, Ohio, or the nearest sales office.

DELCO PRODUCTS

Division of General Motors Corporation, Dayton, Ohio

Available Through Local Delco Motor Distributors

Elgin

**offers COMPLETE
STEEL KITCHENS**

With the Elgin line you can deliver kitchens to fit every wall space, with the most modern developments in kitchen planning.

Sink units—wall, base and utility cabinets — corner cabinets with or without revolving shelves — tray cabinets — plus the many convenience accessories have made Elgin the outstanding choice of America's Homemakers.

See them displayed at
ROOM 447
FURNITURE MART

*Elgin's new permanent
Chicago display room*

**Full factory and
distributor cooperation
plus**

**Quality Steel Kitchens
makes an unbeatable
selling combination.**



For complete information about distribution and franchises write today.

ELGIN STEEL KITCHENS

ELGIN, ILLINOIS

They Pay the Plumber

CONTINUED FROM PAGE 65

"Many phases of the campaign were noteworthy. Demonstrations, naturally, played a big part. While the absorption of installation costs was aimed, of course, at the breadwinner, it was the housewives who, when they found their husbands more receptive to a dishwasher because of the savings in costs, flocked in to be shown all about the operation and use of the items.

"One of our model kitchens, on the display floor, was readied to emphasize the convenience, looks and easy operation of the Hotpoint dishwasher and disposal unit. Dishes, plates, pots, pans and silverware of all types were kept on hand and were continually soiled and washed again during demonstrations by floor salesmen. It was not unusual, during the promotion period, to have four or five women watching a demonstration at one time.

Economy Is An Angle

"When the husbands came in, we impressed upon them the convenience and time saving which the equipment would bring to the wife, citing the well established fact that the average housewife handles 18,000 dirty dishes a year or 340 tons of them in her married life. He was receptive, all right, but it was the idea of saving him the extra costs of having the equipment installed which made the biggest impression on him, and which really accounted for the success of the pro-

motion. In fact, several women told us it was the thought of laying out so much extra for installation that had prejudiced their husbands against dishwashers and disposal units. We found it a natural and easy way to close the sale by talking to the husband on the absence of installation costs while his wife concentrated on the demonstration."

The Pizitz promotion worked especially well in the Birmingham area, since high installation costs in that city have long been a thorn in the side of appliance buyers. Gallagher believes that by using the cost absorption approach, his firm made many friends and new customers which should mean additional business in the future. And as frequently happens in such cases, Pizitz found that the sale of complete kitchens also had increased. Apparently many customers decided that the savings effected on installation costs could well be applied towards cabinets, home freezers, ranges, refrigerators and other items, and took quick advantage of the opportunity.

"The dishwasher and disposal unit campaign was one of the most successful promotions we have ever staged," Gallagher sums up. "We got excellent support on it from the Graybar representatives, who in addition to sharing the cost, also pitched in occasionally to assist in demonstrations and selling when we needed them.

End



PIZITZ USED THE "Magic Key" idea as a preliminary promotion to the dishwasher-disposal unit campaign, in order to build a prospect list. This prize-winning housewife was one of 69,000 persons who registered.

ROYAL

Women Prefer It
Women Buy It

I like its speed
and power.



What a
marvelous
cleaning job
it does.



No bag to empty.
No muss,
no fuss!



Users tell me
that Royals just
won't wear out!

It's so easy to
use. Beautiful
and quiet too!



ROYAL "Upright" Cleaners

Sturdy, durable and powerful. Built to give years of faithful service and to perform efficiently the heaviest cleaning tasks.

Scientifically designed, triple life revolving brushes, together with exclusive "air flow" nozzles, produce unsurpassed cleaning efficiency.

"Adjustorite" (patented) an exclusive ROYAL feature, insures correct nozzle height adjustment. "Toss Out" paper dust bags available.

Sold only by dependable local dealers. Please contact your ROYAL Distributor.



ROYAL cleaners are designed and priced for selling by dependable local dealers. With the ROYAL line you can meet and decisively beat competition. ROYALS are extremely powerful and efficient. Quiet and smooth-running—rugged and durable. Beautiful appearance.

ROYAL'S freedom from service worries means that the generous profit you make selling them is keeping profit.

ROYAL 290-A (illustrated) is the cleaner deluxe for the home. A demonstration of this superb cleaner practically insures a sale.

Your ROYAL distributor will give you full details. If you don't know his name please write us.

THE ROYAL VACUUM CLEANER, Cleveland 8, Ohio

ROYAL LEADS the WORLD for VALUE

PEOPLE
BELIEVE
in
MAYTAG...

● ● It's that simple. "Belief in Product" by your customers is Maytag's chief stock in trade. This belief means sales for Maytag dealers. If *you* want to learn more about Maytag's sales-building policies, now's the time. There may be a Maytag franchise available to you. For information write to: V. R. Martin, General Sales Manager. **THE MAYTAG COMPANY, NEWTON, IOWA** • WASHERS • RANGES • FREEZERS • IRONERS



TIP TO DEALERS:

HE'S RIGHT! THEY DO!...and here's why

The secret lies in the TK Monotube* replacement unit's exclusive "swivel action". Swing the coil down for fast, dependable, low cost cooking. Swing it up for quick, easy cleaning.

Constant "kitchen testing" is responsible for this advanced design. TK has a large, completely outfitted Home Economics Laboratory to check and double check home-makers' problems... and it's the *only* surface cooking unit supplier that does! Result: most range manufacturers now equip new models with TK Monotubes; most housewives prefer Monotubes for replacement.

You can't blame them! Women love the Monotube's speed, uniform heat, and

concealed, protected wiring. The broad, flat coil provides up to 32.8% more contact with utensils for economical cooking. All heats are in the one coil. There are no "hot spots" or "cold spots", no special switch positions to remember. Cleaning is as simple as 1-2-3. *And as fast!* Flip up coil. Remove support. Wipe drip pan. That's all!

You, too, will make bigger replacement profits with TK Monotubes. They turn over faster! So ask your distributor about the TK Monotube deal today. And—lay in a stock soon. All you need is just 4 basic coils and 9 pans to service any range in your area. It's good business. Business *you* should have!

*T. M. Reg. U. S. Pat. Off.



TUTTLE and KIFT, INC.
A Subsidiary of Ferro Corporation

1835 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

Training Air Conditioning Salesmen

CONTINUED FROM PAGE 69

date they are entered in the book. The prospects as obtained by the salesmen must be placed in the book by noon of the next day. If they are not carded in this manner and the prospect so developed should come in the store and be sold by another salesman, the salesman will not be given credit for the sale.

Presentations that Hit

When a prospective customer comes into the major appliance department at the Stripling store, the salesman follows a line of approach that has been found very effective. He looks at his watch and says something like this: "Madam, the fact that you are coming into this department means that some time in the near future you may be spending \$100 or more for the merchandise in which you are interested. If this is true—would you give me just 10 minutes to listen to the details about this merchandise? You really owe it to yourself to do this in order to make a wise purchase."

There is something dramatic in looking at a watch and asking for a specified period of time to talk with the prospect. In the majority of cases he or she will agree to listen to the story and the salesman takes the prospect, not to the product, but to a seat at a table on which demonstration materials are conveniently available. Five out of every seven people who come into the department respond to this suggestion, and 60 to 70 percent of sales are made to those people who have been given the full demonstration.

A projector is there for showing manufacturers' films. No darkened room is necessary. Other materials include literature and the gimmicks and gadgets which provide specific information.

The salesman with his selling tools is now in a position to talk with a relaxed prospect who is comfortably seated. Most women who have been (Continued on page 102)



The world's finest steam & dry iron is

FIRST AGAIN!



CASCO WINS *Lewis + Conger* SAFETY AWARD



Here's an engineering triumph that makes selling Casco irons even easier than before! Casco's exclusive M-T spout, which enables a woman to empty her iron when it is cooled rather than scalding hot, has been awarded the coveted Lewis & Conger Home Safety Award. Casco is the first and only iron so honored! It's further evidence of Casco's leadership in developing features that your customers want most. Retail price, \$19.95.

ALL THESE OTHER
"PRIZE WINNING"
CASCO FEATURES
MAKE SELLING EASIER
FOR YOU, TOO



NO DISTILLED WATER is ever needed. Since your customer pays \$25 a year, Casco's handy lift-up top fills right from the tap!



AIR-INSULATED plastic deck . . . prevents burned fingers!



STAINLESS STEEL construction assures years and years of trouble-free service!



LIGHTWEIGHT . . . STREAMLINED . . . balanced for easier handling!

Mr. Dealer: Don't Forget, Your Mark Up Is Greater with

CASCO PRODUCTS CORP., Bridgeport 2, Conn.

CASCO

This "suffering male" is helping you

(WE PROVED IT!)

Don't get us wrong . . . we know how important the housewife is when it comes to kitchen appliances.

But . . . when it comes to dishwashers . . . the Old Man has a personal interest. He not only hates to do dishes . . . he hates the guilty feeling that haunts him when he doesn't do them.



Get the pitch? Papa buys the G-E Dishwasher for his wife—to get out of work himself!

We proved it. Our researchers went from house to house to find out *who* buys dishwashers and *why*.

As a result, we are talking to both men and women.

Not just one ad. Not just two. But a campaign of full pages and one full-color spread running through the year in *Life* and *American Home Magazine*.

Not only magazine ads. But a big spring newspaper campaign as well.



sell the new G-E DISHWASHER!



(YOU CAN PROVE IT
with the new front-
opening model.)

1. Extra Work Surface! The new G-E Dishwasher glides in and out at a touch, allows top-loading without stooping. Always handy work-surface available!
2. "Spray-Rub" Washing Action! A double wash in water hotter than hands could ever stand. Each piece gets individual attention.
3. Double Hot-Water Rinsing! Two complete rinses in fresh, clean, hot water. Dishes, glasses, silver, pots and pans come out cleaner than by hand!
4. Bigger Giant Capacity! Holds complete service for eight. Families of four wash dishes only once each day!

Dishes Washed, Fan-Dried,
Out of Sight

G-E pre-rinsing DISHWASHER

HOW'S THE CAMPAIGN DOING?

SWELL! Research already shows that many, many more men and women are reading these ads than usually read appliance ads. And that means a good many of the prospects in your town are getting these sales messages.

We sincerely think the new model and the new adver-

tising campaign add up to the biggest selling opportunity in appliances today.

Call your General Electric distributor. Get some more promotion help. Tie in now on America's *fastest-growing household appliance*.



GENERAL ELECTRIC

plenty of "go" with **Homko**



POWER Mowers and Lawn Sweepers

Powered By Nationally Known, Easy Starting, 2 and 4 Cycle Gas Engines



Selling becomes easy when you feature the HOMKO line . . . more features—better construction—greater consumer demand. Powerful, national advertising in 15 leading publications will tell 45 million readers, month after month, in 1952 about the HOMKO Power Mowers and Lawn Sweepers. HOMKO wants to send you now full information about its complete line, mail service, displays and selling program. The ever growing demand for HOMKO products is your key to keeping plenty of "go" in your volume—plenty of profits in your sales.

**Nationally Advertised to 45 Million
in 15 Big, Powerful Magazines**

New Reel Type Mowers
—available in 18" to 30" walking and riding types. Easily maneuverable, sturdy built, finest features today.



Rotary Power Mowers
—available in 16" to 20" gas and electric models.



Fold Away Lawn Sweeper—24" width, extremely large 6½ bushel capacity. Sturdy bumper guard and fold away flat feature.



WESTERN TOOL & STAMPING COMPANY
2725 SECOND AVENUE • DES MOINES 13, IOWA

Training Air Conditioning Salesmen

—CONTINUED FROM PAGE 98—

walking through the store for some time or who have packages to carry, will appreciate the opportunity to sit down.

Contract Is in View

Given the customer's full attention, the salesman is able to present a sound, convincing story about the product, its quality, manufacture, its benefits and advantages. Contract forms are plainly in view on a desk and the customer becomes conscious of them, and the salesman need never have to hesitate at the point when a contract form is needed. Contract forms are often used to figure economies in the form of savings—differences in the cost of operation. The constant use during the interview works definitely to Stripling's advantage—the prospect is visibly familiar with it before it becomes necessary to use it.

The salesman then presents the product with thorough but quick demonstration.

Success Pays Off

Salesmen who survive the Stripling training school earn from \$5,000 to \$10,000 a year.

Commissions run eight percent on new and used merchandise alike. The Stripling service department boasts that it has one service man for every salesman. Each man is a specialist and sticks to his make. If you were to call for service on television, washers and refrigerators all on the same day, three trucks would call on you.

The trade-in department—which adjoins new merchandise—sparkles with freshness and light. Used appliances are advertised in classified ads on Sundays and bear a 10 to 20 percent discount. Salesmen lead over prospects to the used department who cannot qualify financially for new appliances. They get their regular eight percent, and often the store only makes two percent a shot at a break-even mark. Stripling's does not try to make money on its trades (outside of finance paper) or its service department. Once the service department earned \$5,000 and its rates were lowered.

End



"I SUPPOSE YOU BAKE A PERFECT CAKE EVERY TIME!"



**For better
reception—
tune in on
the Guaranty Seal**

Whether it's a television set or an egg cooker—a product gets faster acceptance when it carries the Guaranty Seal.

Women who read GOOD HOUSEKEEPING (9,971,000 at last count) know that only good brands can be advertised on its pages. Before any product can earn the Guaranty Seal, it must satisfy GOOD

HOUSEKEEPING that it will give dependable performance.

That's why selling's easier with the Guaranty Seal. For a current list of electrical products that have earned the Guaranty Seal write GOOD HOUSEKEEPING.

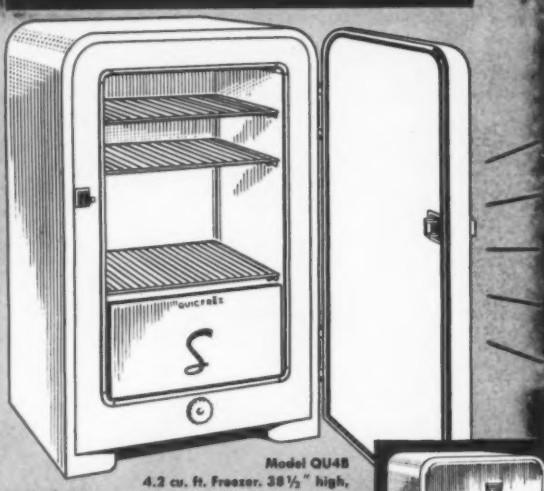
GOOD HOUSEKEEPING sells goods

35¢ per
copy

THE HOMEMAKERS' BUREAU OF STANDARDS
57 Street at 8th Avenue, New York 19, N. Y.

9,971,000
readership

NOW.. Quicfrēz OFFERS THE GREATEST PROFIT OPPORTUNITY IN FREEZER HISTORY!



NEW QUICFRĒZ 4.2 cu. ft. UPRIGHT FREEZER

- ★ Holds Up To 200 lbs. of Frozen Food
- ★ Takes Only 24-inches of Wall Space

Build TRAFFIC...SALES...PROFITS with the Quicfrēz 4.2 cu. ft. upright freezer. It's new. It's sensational. It's a real business-getter. The Quicfrēz QU4B is just what you have needed to break into the apartment and small home freezer market. Holds up to 200 lbs. of frozen foods. Takes only 24-inches of wall space. Sells for less money than most small refrigerators. Gives you a good profit margin with a rapid-fire turnover rate. Beautifully styled for modern cabinet kitchens. Roomy interior with frigid wall construction. Full length door. Fully hermetic system. 5-year warranty on condenser.

WRITE FOR SPECIFICATIONS AND PRICES TODAY
See it at American Furniture Mart, Space 539 B

SANITARY REFRIGERATOR COMPANY
FOND DU LAC, WISCONSIN

He Woke up the Summer Home Market

CONTINUED FROM PAGE 78

there are Ford and Cadillac homes here as anywhere else, but it is not typical.

No census has ever been made of appliances used, but the average electrical bill is around \$5 a month. Peak of the kw.-hr. consumption, as reported by W. E. Watson, district manager, is in August, which means a lot of appliances on the lines:

| | |
|-----------|--------|
| January | 81256 |
| February | 79350 |
| March | 68498 |
| April | 82852 |
| May | 96448 |
| June | 118572 |
| July | 200052 |
| August | 226234 |
| September | 192132 |
| October | 109304 |
| November | 100606 |
| December | 101500 |

1951 figures

A Village of Strangers

The psychology of the arriving summer cottager is that of a stranger. He frequently doesn't know his way around, doesn't know anything about the stores, and is apt to just sit back and let the summer go by.

That is what George Hildebrandt observed from the high stoop of his department store on the main drag. Hildebrandt was in the grocery business on Leavitt Street in Chicago for many years and six years ago moved to Twin Lakes. His store was so inconspicuous that you could whiz through town and never see it. However, he liked to sell big stuff and he yearned for big appliance volume.

Key to getting acquainted was, first of all, his service department. Twin Lakes have television sets, and these are chronically in need of repairs. A local, on the spot repairman was in demand.

Second, Hildebrandt's decided to give the summer resorters a shock treatment. Knowing that these fami-

lies would turn out to see any kind of entertainment, Hildebrandt did it with a show (in fact three shows). It cost him around \$1,000 to get talent from WTMJ in Milwaukee, to hire comedians, dancers and orchestra. It cost additional money for food and drinks for thousands of visitors.

They Liked His Show

The response was gratifying. Several thousand people who probably never heard of Hildebrandt's rolled into the town to enjoy the dancing, listen to the quips, munch food and down coffee. They picked up little souvenirs, took a look at the television repair department, as modern as anything in Chicago.

They saw Kelvinators, Thor washers, Admiral TV, and even a York air conditioner. "It's the coming thing," said George, "and I think we might as well get ready for it."

As a result of this visit, the summer resorters started buying appliances from Twin Lakes for their homes, rather than importing them from Chicago. They had to have a water system that would work, an electric range that was cool, radios which would function, and last year Hildebrandt's sold around \$100,000 worth of appliances, the firm reports.

It is true that Hildebrandt's has no trouble disposing of used merchandise. But it has to be modern. The store could only get \$15 for an old gasoline stove.

Service and sales extend about 15 miles out each way. The firm has its own television truck which is used in delivering and Harold Dunn heads up service.

George Hildebrandt moved away from Chicago to get peace and quiet in the country, but apparently he has taken the bustle of city business with him. End



Don't Miss

The KNAPP MONARCH



SALES BUILDER'S BOOTH

NATIONAL HOUSEWARES SHOW • ATLANTIC CITY

BOOTHES 424-426-428-430



KM LIQUIDIZER...
The World's Finest



KM CHEFSTER...
Cooks Seven Ways



KM CORN POPPER...
Most Popular Ever Made

Get the Facts on the



Dollars for Dealers Plan

PROFIT-BUILDING PROMOTIONS
World-beating Selling Plans for '52 . . .

TRAFFIC-TRAPPING DISPLAYS
Terrific Stoppers to make them shop



SUPER-SELLING SPECIALS
Dollar-producing Deals for you

Television Demonstrated
...Nationally Advertised



THE GREATEST NEWS SINCE GAS!

TAPPAN

Coolite Ignition



Ends heat and
cost of
burning pilots

- No burning pilots
- Pilot light cost gone forever
- Instant burner lighting
- Fully automatic—no buttons to push
- Cooler kitchen

APPLIANCE MARKET has been seeking a new feature to stimulate range sales. Coolite is the answer.

For all those customers who prefer the instant, flexible heat of gas for cooking, you now have a Tappan range without a burning pilot—the only range with Coolite Ignition!

Here is a new, strong selling point added to all those other Tappan exclusive features that make Tappan the easiest-to-sell range.

See your Tappan representative, or write us at Mansfield for complete details on Tappan Coolite Ignition and how it will step up your range sales.

See TAPPAN COOLITE IGNITION
at Chicago
AMERICAN FURNITURE MART
SPACE 518 • JUNE 16 to 26

The TAPPAN Stove Company • Mansfield, Ohio
For 71 years the makers of fine ranges

Biederman's Has a System for Salesmen

CONTINUED FROM PAGE 70

is segregated, a man can take care of a customer anywhere in the house provided he is known as a personal customer. None of the salesmen work outside except on calls such as upholsteries, slipcovers and the like.

How It Operates

The doorman at Biederman's is an important personage, receiving \$75 to \$100 a week for meeting the trade properly. Aiding him is a young woman with a public address system.

When a customer walks into a store the doorman inquires if he wishes any particular salesman to wait on him. Then over the public address system goes the inquiry to that particular salesman asking him to tell his position in the store, that he has a customer waiting. If the salesman is busy and the prospect does not wish to wait, he or she is assigned another man. Otherwise he is asked to be seated in one of the 25 to 30 chairs on hand until the salesman finishes his other business and comes in to escort him.

All customers are accounted for in the Biederman operation. Salesmen must report on the results of each call and, if during the course of the presentation it becomes apparent that the salesman is losing his prospect, he must turn him over to another man.

"Perhaps our buyer can give you a better deal," suggests the salesman and on comes another salesman. Actually, the store is known as a one-price organization and salesmen are not permitted to cut any prices, except perhaps on floor samples, but the store knows that different personalities have different effects on customers.

Salesmen are graded on their performance by a thorough check system, receiving points for the percent of first calls sold, sales volume, percent of turnovers sold (prospects passed on to them by other salesmen), efficiency, customer reaction, and suc-

cess in selling merchandise which the store particularly wishes to push. Each has a card containing the letters S-O-X, the S representing merchandise that the store wants moved, the O standing for regular stocks and the X for advertised items. A perfect sales performance in each of the classifications gives a salesman a score of four points, a very good job gives him three, an average job, two, and a poor job, one. Points are totaled once a week and a salesman who is at the bottom three weeks in a row is laid off for a while to think it over. Sales contests give men an opportunity to score extra points and run up scores making them eligible for quarterly membership in the store's Topper's Club — chief privilege of which consists of free outside dinners. Monthly scores are maintained on a Salesperson's Progress Summary, an accurate record of his efficiency in all sales classifications.

Prizes for Performance

The store policy is to have prizes on every promotion for its men. One contest entailed a two weeks trip to Miami, Fla., for the salesman and his wife, with all expenses paid. Another prize was a two weeks trip to New Orleans and a third prize was a two weeks trip to New York City.

Biederman's uses the "add on" system to stimulate extra sales. One particularly attractive promotion included a silverware set that sold for \$19.95. It was a good buy and usually was shown to the customer after the other deals were consummated with the idea of encouraging them to add the merchandise on to their contract. Checks for from \$55 to \$185 were given salesmen for these promotions.

Biederman's is considered to be ahead of a great many Midwest stores in that it doesn't enter a promotion without having enough merchandise

(Continued on page 108)





Something's cookin'

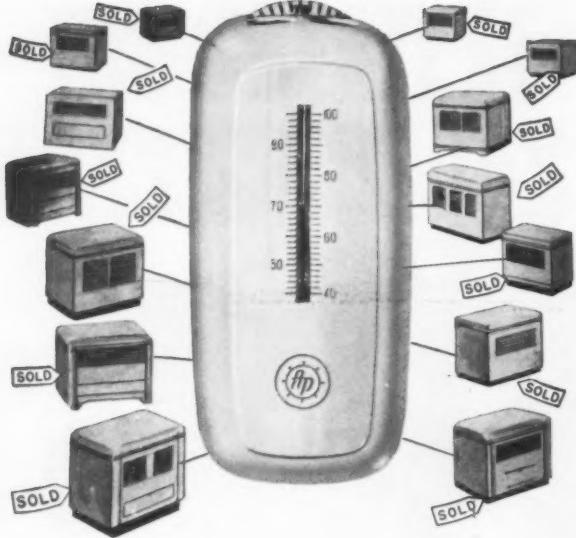
with **Raytheon** 

and...it's worth **WAITING** for!

JUNE 27th...DRAKE HOTEL...CHICAGO...Raytheon TV will pull the COVER off!

ASK YOUR DISTRIBUTOR

©Belmont Radio Corporation • 5921 Dickens Ave., Chicago 39 • Subsidiary of Raytheon Mfg. Co.



Hitch this Automatic Control to every space heater sale for extra profits

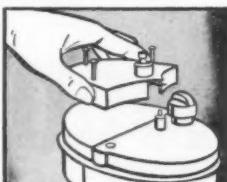
Your customers won't be without
Automatic Control...once you show them

A-P Comfort Control is the easy-selling accessory that makes every space-heater customer a *satisfied* customer. If you sell any of the space heaters on the list below, you can offer the comfort and convenience of thermostatic heat control, plus fuel-saving economies...for less than the cost of a subscription to a favorite newspaper.

So easy to install, you can pocket the added profit without the worry of service problems. Start cashing in today with this *Extra-Profit* builder. Show it...and you're sure to sell it.

Easy to Install

Conversion top easily attaches to regularly furnished manual control. Kit furnished complete with thermostat and plug-in transformer. Choose A-P Electric or Mechanical control — for gas or oil-fired heaters. Specifically designed and built to exact space heater requirements.



WHAT BRAND DO YOU SELL?

ALLEN'S
BANK
BENNER-NAWMAN
BEYER
COLE HOT BLAST
COLEMAN
COLEMAN (Canada)
CREST (Canada)
CROWN AIR (Canada)
CUSTOM AIR
DOMESTIC
DRACO FIREBALL
DUO-THERM
ENTERPRISE

ENTERPRISE (Canada)
ESTATE HEATROLA
EVANS
EVEN-TEMP
FAWCETT TORRID-OIL (Canada)
FESS (Canada)
FINDLAY (Canada)
HOT-CHOCOLATOR
FLORENCE
GILLEN
H. C. LITTLE
HERCO HEAT FLO (Canada)

PERFECTION
PINEAPPLE
KEMAC (Canada)
KLEER-KLEEN
LACO
LONERGAN
MAGIC CHEF
MARSHLAND (Canada)
MONARCH (Canada)
MONGRAM
MONROE
NESCO
NORGE HEAT
ORAN

PERFECTION
PINEAPPLE
QUAKER (Canada)
SAFeway
SCOTSMAN
SIEGLER
SUPERFLAME
THARRINGTON
THERMO-PRODUCTS
TORRIDAIRE
VIKIMATIC
WASHINGTON
FRUGAL

A-P CONTROLS CORPORATION

(formerly Automatic Products Company)

2400 N. 32nd Street • Milwaukee 45, Wis. • In Canada: A-P Controls Corp., Ltd., Cooksville, Ont.

Biederman's Has a System for Salesmen

CONTINUED FROM PAGE 106

on hand to satisfy all customers. Anywhere from \$6,000 up is invested before a promotion is set up. The Biederman family is wealthy, and during the past year the firm was known as a market for distress merchandise all over the Middle West. Refrigerators were purchased at \$30 apiece less than the distributor paid and packed away in extra, rented warehouse space for use in promotions. The firm felt it could not lose on this basis.

The firm feels that it has to be nice to its own retail salesmen. Executives are impressed with the need that they must do as big a job of selling their salesmen as he has to do in selling the customer. One of the things the store meetings do is to give the executives a chance to come into close contact with the men and make them enthusiastic about their merchandise.

The store regards its doormen as a very important factor. It feels that a good doorman can aid in properly directing traffic, and possibly add on \$5,000 to \$10,000 in sales a year. He knows where everything is and can give intelligent answers.

One of the features of Biederman business is its protective policy, hung plainly in view of prospective customers. It reads something like this: "If you are out of work or have sickness in your family, payments on the merchandise are put off automatically. In case of death in your family, Biederman's will automatically wipe out your bill. In case you are in trouble, see the cashier."

The founding father, Emanuel Biederman, it is said, used to personally talk to people who come in and tell him they were out of work or that something was wrong and they couldn't make payments. Often, it is said, he would reach in his own pocket and give the man a \$5 or \$10 bill to tide him over. "I, too, have known what it is to be broke," he would tell them.

The business was opened in St.

Louis in 1886. The founder came from Switzerland, and started business in St. Louis, it is reputed, by selling from a pack on his back. This business eventually grew into a 24-foot store. The sons succeeded him. Will is president, Dave and Charlie are in active operation today. Appliances came in as a means of selling furniture. Through appliances, the firm sells furniture, drapes and housewares.

Biederman's has seen the necessity for a good service department and takes care of what it sells. The service department handles stoves, washers, refrigerators and radio.

While lineage figures are not possible to obtain on Biederman advertising in St. Louis papers, the firm is the largest retail appliance advertiser in the St. Louis field.

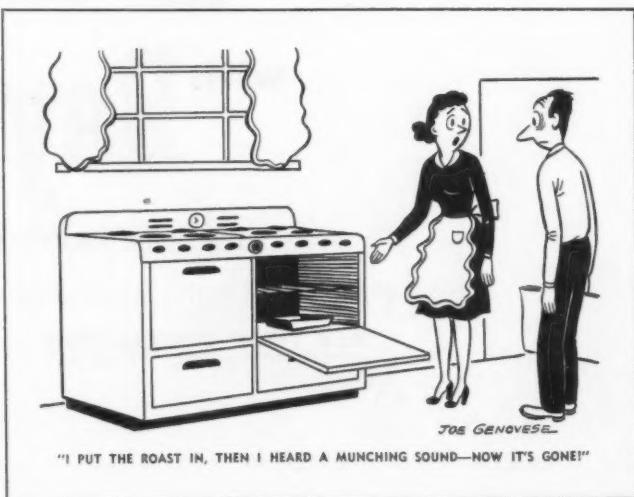
Something is being promoted all the time in order to get traffic into its stores. While the advertising doesn't call it "The Store with a Heart," nevertheless the Biederman family has been very sympathetic to the St. Louis working man.

A tabloid newspaper put out by the firm keeps encouraging add-ons to the family contract, which are said to run to \$200 or \$300. This tabloid is sent not only to St. Louis customers but to customers of the stores in Alton, Ill., Cape Girardeau, Mo., and Springfield, Mo.

Basically the store believes in giving good values for the money, and Biederman's has always carried heavy stocks when the price is right. A few months ago Biederman's was reported to have bought 15 carloads of furniture. So great is its inventory that the firm had to rent extra warehouse space for it.

During its long career in St. Louis, the people there have come to know just what Biederman's stands for, and much of this 65-year-old firm's business comes from goodwill customers who call from all over greater St. Louis.

End



**YOU CAN DEPEND
ON Vornado®**



Model 75WAC
Extends only 9½" into the room

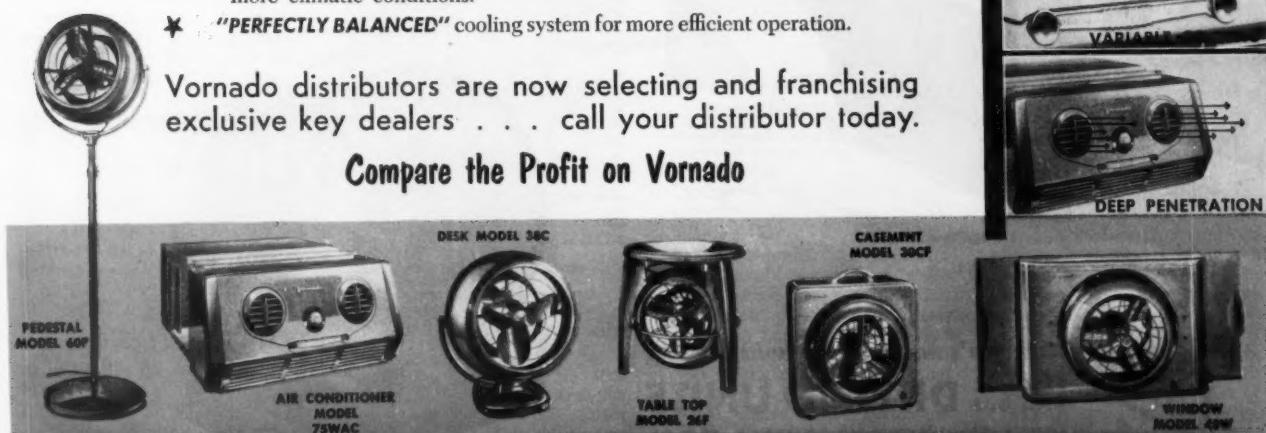
TO BE *Outstanding*

Just Look At These Features!

- ★ **MODERN BEAUTIFUL STYLING**, finished in neutral grey-green, highlighted in burgundy and gold.
- ★ **TWIN AIR DIRECTORS** give a new circulation principle with deeper penetration without drafts.
- ★ **VARIABLE SPEED COOLING** control that allows greater comfort under more climatic conditions.
- ★ **"PERFECTLY BALANCED"** cooling system for more efficient operation.

Vornado distributors are now selecting and franchising exclusive key dealers . . . call your distributor today.

Compare the Profit on Vornado



THE O. A. SUTTON CORPORATION . WICHITA, KANSAS

You're a jump ahead...with these two lines

1. THE WASHLINE is your market... 50,000,000 women strong (or, rather, weak).

With fifty million women still using washlines — and not liking it — there's a tremendous billion dollar market for automatic dryers! So get your share by moving in with Lovell—one of the best-known names in the home laundry field.

With the help of the Lovell "sales line" for drying units, you can become a dryer sales expert quickly and easily. Now's the time to get off to a flying start with the washline and Lovell's sales line.

Lovell introduced a dryer more than 11 years ago; today Lovell makes tumble-type electric and gas drying units for APEX, BARTON, CONLON, DEXTER, HORTON, SIMPLEX, THOR, and others. Although dryers are now in short supply, Lovell is producing all the drying units that conditions permit.



2. THE SALES LINE for the Lovell Drying Unit is your key to the market.

Single dial control provides:

1. Automatic shut-off. No time guessing.
 2. Complete temperature range for any dryness or type of fabric.
- New "SUN-ARC" infrared element has three times more heating area, purifies clothes, dries them more gently.

Easy-to-unload door is extra large, swings open all the way. Allows full visibility inside.

Easy-to-clean lint trap.

Lint trap safety by-pass prevents clogging if user fails to empty trap. Outdoor humidity-vent can be easily connected at rear, if desired. Vacuum drying system preheats air, costs less to operate. Reduces accumulation of lint inside dryer.

Air-cooled cabinet allows easy access for cleaning or repairs.

Handy clean-out duct to remove bobby pins, sand, other small objects.

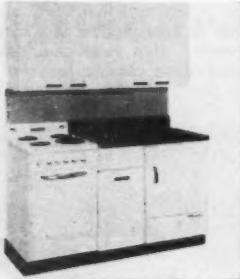


America's newest household blessing
ELECTRIC AND GAS DRYING UNITS
LOVELL MANUFACTURING COMPANY • ERIE, PA.
Also makers of famous Lovell Pressure Cleansing Wringers

NEW PRODUCTS



New Products Editor

WESTINGHOUSE
Kitchen UnitWestinghouse Electric Corp.,
Mansfield, O.

Device: Complete kitchen unit designed for installation in only 60-in. wall space.

Selling Features: Equipment includes a 4-cu. ft. under-counter refrigerator, a 4-surface unit range, stainless steel work surface and sink unit, one 15-in. sink cabinet and two 30-in. wall cabinets.

Coronet range No. FC-64 provided includes in addition to 4 full size Corox surface units, all with controlled heats, a large True-Temp oven with balanced heat for baking and a single dial oven control and appliance outlet. Freezer storage capacity for 16 lbs. frozen food in HD-4 under-counter refrigerator; ice making equipment includes two 14-cube Selecto-cube trays of anodized aluminum; storage space for 8 qts. milk; anodized aluminum tray for storing meats or ice cubes; right-hand door may be converted for left-hand; right or left-hand stainless steel drainboard covers refrigerator; stainless steel sink bowl has drain opening large enough for installing a Waste-Away disposer if desired; chrome-plated sink fixtures; baked-on synthetic enamel finish.



BAR-BROOK Window Fan

Bar-Brook Mfg. Co., Inc.,
Shreveport, La.

Device: No. RW-202, 2-speed electrically reversible 20-in. window fan.

Selling Features: Features an en-

closed capacitor-type motor fitted snugly into windows by easily-adjustable wings which expand from 27 to 37 in. wide; wings tightened by 4 adjustable nuts prevent cracked or marred window sills; fan blows in or out at flip of switch; "finger-proof" cover grille gives safety; fan has a rating of 2700 cfm at 940 rpm; 25 in. high, 5½ in. deep; 1/12 h.p. motor; ivory-white baked enamel.



DORMEYER Portable Mixer

Dormeyer Corp., 4316 N.
Kilpatrick Ave., Chicago, 41, Ill.

Device: "Dormey" portable hand mixer.

Selling Features: Has a range of 5 full-powered speeds; full-size beaters; automatic beater release makes it possible for beaters to pop out automatically simply by pressing the release; streamlined "jet-plane" fins at rear of motor housing holds it in stand-up position for draining beaters into mixing bowl while other ingredients are being added.



CORY Coffee Brewer

Cory Corp., 221 N. La Salle St.,
Chicago, 1, Ill.

Device: Cory stainless steel automatic coffeemaker No. ACB-2.

Selling Features: Stainless steel bowls; 4, 6 or 8-cup capacity; comes complete with plastic hinged lower bowl decanter cover; Cory plastic safety stand for upper bowl and plastic coffee measure.



GIBSON Air Conditioner

Gibson Refrigerator Co.,
Greenville, Mich.

Device: Gibson room air conditioner.

Selling Features: ½ h.p. window model housed in welded steel Modern-Air cabinet in Baffin beige finish provides 6-way air conditioning for rooms up to 400 sq. ft.; cools air, removes excess moisture; filters dust, dirt, soot, pollen; exhales stale air, smoke and odors; circulates air in room; fresh air intake and stale air removal are individually controlled; Twin Top-Aire cooler vents at top of unit diffuse cooling air upward in any direction to eliminate undesirable drafts; removable extra duty Gibson Filt-Air; complete installation kit comes with unit; thermostatic control available as accessory.

struction cross bar snubbers plus heavy stabilizer balance ring provides vibrationless gyro-suspension free-floating action; openings in tub bottom draw out sand and grit which has been removed from clothes; ½ h.p. Capacitor start reversible motor runs in one direction to agitate and in the other to spin; non-clog pump eliminates screens and filters, pumps 16-gals. per min. Other features include water flow inlet, grey porcelain enamel tub, porcelain collector tub; baked enamel cabinet.

KELVINATOR
Refrigerator-Freezer

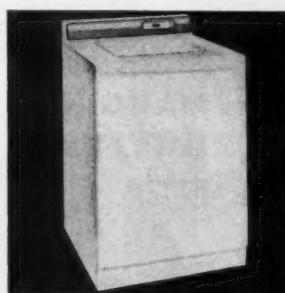
Kelvinator Div., Nash-Kelvinator Corp., Detroit, 32, Mich.

Model: Kelvinator combination refrigerator-freezer No. KT.

Selling Features: Has 2-doors, a separately controlled and separately insulated home freezer compartment across top, and a self-defrosting lower compartment; overall capacity 9.4 cu. ft., and is a companion to the 12 cu. ft. MT combination already in line; 28½ in. width makes it slim enough to fit into space occupied by old refrigerators without involving kitchen alterations; incorporates the same type twin-control refrigeration system employed on larger MT model, featuring the "humidiplate" for auxiliary refrigeration and moisture-control in refrigerator compartment.

Freezer compartment is designed to operate at approximately zero degs. and will store up to 44 lbs. frozen food; defrost water from "humidiplate" is channeled down the rear wall of compartment, through a short, wide, easily cleanable drain into pan suspended below cabinet; heat from coil bearing warm refrigerant evaporates accumulated water.

Lower compartment door has 3 shelves; 2 large sliding crispers, adjustable shelves, and an accessory plug-in butter chest are features.



NORGE Washer

Norge Division, Borg-Warner Corp.,
Merchandise Mart Plaza,
Chicago, 54, Ill.

Device: Norge "Push-Button" semi-automatic washer No. AW-401.

Selling Features: Push-Button panel control operation of washer—blue button controls wash action, red button operates spin and black button in center stops any action; can be installed to fit flush against wall in kitchen or laundry; standard 36-in.-high work surface; wave action, double 4-vane agitator, produces gentle wave wash action; white porcelain top is stain and alkali-resistant; non-bolt-down con-

MAJOR APPLIANCE

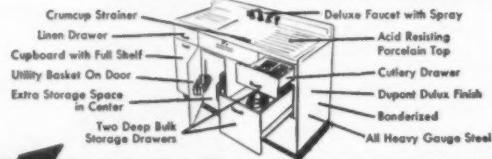
Distributors!

LOOKING FOR **QUALITY**

WITH THE RIGHT **PRICE?**



LOOKING FOR A TIME-TESTED **PRODUCT**
WITH THE FEATURES THAT **SELL?**



LOOKING FOR A PROVEN **SALES PLAN**
WITH SOUND, POWERFUL **PROMOTION?**



LOOKING FOR WHOLESALE-RETAIL **MARGINS**
WITH TOP-DOLLAR **PROFITS?**



IF YOU ARE...

TALK TO THE **PALLEY PEOPLE**
for PROFITABLE
STEEL KITCHEN SALES!
PALLEY MANUFACTURING COMPANY
PITTSBURGH 33, PA.

palleu

520

AT THE
CHICAGO MARKET
SPACE 1784-85
FURNITURE MART

NEW PRODUCTS

KISCO Window Fan

Kisco Co., Inc., 2400-40 DeKalb St.,
St. Louis, 4, Mo.

Device: Kisco utility window fan for 1952.

Selling Features: Equipped with adjustable panel for use as a window fan and when mounted in panel serves as a reversible window fan to exhaust hot stale air or draw in cool breezes; unit may be removed from panel and quickly attached to chrome base for use as floor or desk air circulator;

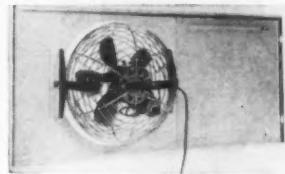


PERFECTION Range

Perfection Stove Co.,
7609 Platt Ave., Cleveland, 4, O.

Device: Perfection deluxe 36-in. range No. L-302.

Selling Features: Designed with space limitations in mind; has all features of 40-in. models in line: 4 fast-heating Chromalox surface units with capacities from 1250 to 2100-watts, one a 6-in. 1600 watt "high-power" unit; deepwell cooker with auto-lift unit for surface cooking; banquet-size automatic oven, with black satin finish, non-tilt racks with safety stops; smokeless broiler; white titanium porcelain enamel finish; streamlined control panel has glare-free cooking top lamp.



equipped with removable deflector which provides 360 degs. draftless circulation; when deflector is removed it becomes a fully guarded conventional fan adjustable for controlled circulation at any angle; can be suspended from wall by base for use as wall or bracket fan; pastel green finish, chrome grill; equipped with Torrington Varified air impeller and motor.



PERMUTIT Water Softener

The Permutit Co., 330 W. 42nd St.,
New York, 36, N. Y.

Device: Permutit Electro-Matic household water softener.

Selling Features: Increases softening efficiency by forcing raw water through synthetic resins; a 1-piece unit, it enables the homemaker to reduce soap consumption by as much as 80% depending on hardness of water supply; contains special ion exchange resin known as Permutit Q, an organic zeolite; new and simplified valve assembly reduces number of moving parts and simplifies service problems; valve contains a bypass that makes water available during regeneration process; electrically operated by a solenoid which controls diaphragms for regeneration of the Permutit Q resin 2 steps are required: rubber lid is removed from salt chamber, clean coarse evaporated salt is added and lid replaced; timer is turned one complete revolution to right; available in 2 sizes—EM-25A, 9-in. diam; and EM-50A, 12-in. diam.



RYAN Upright Freezer

Refrigeration Div., Ryan Industries,
Hopkins, Minn.

Device: Ryan "Freeze Pantry" upright home freezer.

Selling Features: 19 cu. ft. model stores 665 lbs. food in 1134 sq. in. floor space; white Dulux baked on rust-resisting steel finish; perpetual food inventory built into inside of outer door; each of 4 freezing-storage compartments has 2 inner doors for easy access and to retain cold when outer door is opened; adjustable temperature control; built-in heat wire reduces possibility of condensation on cabinet breaker strip; ½ h.p. hermetically sealed Tecumseh condensing unit; copper tubing throughout; Freon 22 refrigerant; aluminum liner; individually refrigerated shelves; shock proof mounted unit of "pull out" type for easy service; plugs into any 110 volt a.c. outlet.

If your product is *here*

your motor is
here!

DISPOSAL UNITS
DRYERS
IRONERS
WASHERS
STOKERS
BLOWERS
OIL BURNERS
COMPRESSORS
VENTILATING UNITS
BENCH TOOLS
WATER PUMPS
MILKING MACHINES
CREAM SEPARATORS



Now, more than ever before in the 35-year history of this fractional horsepower motor, it is advisable for manufacturers to get the Packard proposition. There are definite advantages in standardizing on Packard motors.

Packard
REG. U.S. PAT. OFF.
TRADE MARK

Packard Electric Division, General Motors Corporation
Warren, Ohio

Now

Radion brings you the



**LIGHTNING
ARRESTOR**
that fits all leads,
mounts anywhere!

Simplifies inventories—simplifies installations! Specify Radion . . . get the *only* arrestor that handles *any* and *all* leads and mounts! Lowest dealer price in the trade yet either model gives outstanding markup. Rugged, dependable, laboratory tested, individually packed in attractive lucite boxes. It's the all-purpose arrestor you've waited for . . . get the details now!

The Radion Corp., 1130 W. Wisconsin Ave., Chicago 14



NEW PRODUCTS



MONITOR Table Washer

Monitor Equipment Corp.,
Monitor House, Riverdale-On-Hudson, New York, 71, N. Y.

Device: Monitor table Washer No. 2.

Selling Features: Stainless steel; weighs only 12 lbs.; large tub 10½ in. deep holds 4 gal. water; washes in one load 4 linen napkins, 2 dishtowels, 1 turkish hand towel and 1 turkish bath towel; or 2 men's shirts and 2 rayon slips (sample loads); "Aerator" action propels air and soap through clothes; 115 volt, 60 cycle a.c. current; belt-driven pulsator—no troublesome gears; accessories available include: filler hose with molded bell end for quick, easy attachment to faucet; siphon pump for easy emptying available with universal adapter and snap-on fitting; safety wringer with 2½ in. rolls.

plain oven doors, 952 has pyrex oven windows.

Apartment models 52-680 and 52-620 have clock and timer, built-in lamp; 7-heat rod type units; signal light for switches; extra large oven; smokeless type broiler pan; Pyrex oven window; Titanium porcelain exterior; utility drawer; appliance outlet. No. 52-620 has 3 surface units; both models available without Pyrex oven window.



KISCO Regal-Aire

Kisco Co., Inc., 2400-40 De Kalb St., St. Louis, 4, Mo.

Device: Kisco Regal-Aire hassock type circulaire is now available with a hassock top of seal-tuft quilted plastic.

Selling Features: Hassock top is available in brown or green and converts Regal-Aire into a practical comfortable hassock without interfering with operation of unit. Regal-Aire is available in a choice of Tyrolean green, fawn or office gray; utilizes a 12-in. blade and a 3-speed motor.



ARISTOCRAT Ranges

A-B Stove Div., Detroit-Michigan Stove Co., Battle Creek, Mich.

Models: Double oven ranges Nos. 52-962 and 52-972; apartment ranges Nos. 52-680 and 52-620.

Selling Features: No. 52-962 has automatic timer; electric minute minder; clock; recessed fluorescent lamp; 3-way selector switch; Chromalox 7-heat rod type surface units; signal lights for switches; appliance outlet; 2 extra large ovens with double heating units; oven lights; 1-piece chrome handles; Titanium porcelain finish; 2 service drawers; recessed porcelain base.

No. 52-972 has same features as 52-962 with Pyrex oven windows.

No. 52-942 and 52-952 are similar to above models with 6 Chromalox surface units. 942 has



HILD Floor Machine

Hild Floor Machine Co., 740 W. Washington Blvd., Chicago, 6, Ill.

Device: Hild floor scrubbing and polishing machines.

Selling Features: Adjustable handles—by setting a thumb-screw the handle can be raised or lowered to operating position most comfortable for tall or short operators—available on all but two smallest models; easily interchangeable attachments make it possible to scrub, wax, polish, buff, sand, grind or steel-wool floors of all kinds; 6 models available with brush spreads from 11 to 19 in.; all models available with or without solution storage tank mounted on handle for use with patented Hild shower-feed brush.

What
Can
a Beef...



TELL YOU ABOUT

Hearth Glo ROOM HEATERS ?

When there is plenty of beef on the market, hamburger is in demand. But, when beef is scarce, everyone wants a thick, juicy steak. Why? It's just human nature for customers to demand the finest quality in times of scarcity—whether they are buying beef or gas heaters. It's a fact that in this present material shortage, *Hearth Glo* Gas Room Heaters are climbing higher than ever before in popularity.

Hearth Glo Room Heaters are smartly styled to attract the eye—quality-built to give years of satisfactory service—and so moderately priced that shoppers find them hard to resist.

Unfortunately, we will find it hard to make enough *Hearth Glo* Heaters to satisfy this demand. At this time, therefore, we ask cooperation in ordering early, so that you can be reasonably sure of getting all the *Hearth Glo* Heaters you may need for the coming season.



THE *Hearth Glo*
CIRCULATOR
for areas where vented
heaters are required.

Sold Through Wholesalers Only

JACKES-EVANS MFG. CO. • St. Louis 15, Missouri

Manufacturers of the famous



Now... from RCA Victor **NEW** super "personal!" plays 10 times longer!

- NEW BATTERY LIFE-SAVER SWITCH
- NEW "BALANCED LIFE" RCA BATTERIES
- NEW "DECORATOR" COLORS!

The RCA Victor Super Personal radio (Model 2B400). The new "Personal" has room-sized volume, built-in antenna, and comes in a variety of 6 handsome colors.

Here's the portable they've all been asking for! It's an all-new "Personal" from RCA Victor . . . and it plays TEN times longer—without changing batteries!



RCA batteries
are radio-engineered
for extra listening hours.

(1) New Battery Life-Saver Switch!

Operated in strong signal areas, this switch sharply reduces battery drain—thus increasing battery life up to 30%, and more!

(2) New RCA "Balanced Life" batteries!
So much better than previous batteries that the new Super "Personal" radio plays 10 times longer

than any other portable its size. The tiny "A" batteries are engineered to last as long as the "B" battery, all newly designed for "Balanced Life"!

(3) New "Decorator" Colors! The new Super "Personal" comes in six stunning colors! Slate Gray (Model 2B400), Raven Black (2B401), Antique Ivory (2B402), Laurel Green (2B403),

Coffee Tan (2B404), and Wine Red (2B405).

And that's not all— Coming your way soon is a new RCA Victor television line designed to bring you more sales than ever! We can't say more right now, but we're expecting TV fans everywhere to look closely . . . right in your window!

and coming soon--

a Great **NEW** line of **RCA VICTOR** **television**

planned to help you put America's most wanted, most owned,
most proved television into still more millions of homes

Keep in touch with your RCA Victor Distributor

Tmks. ®

RCA VICTOR

Division of Radio Corporation of America

World Leader in Radio . . . First in Recorded Music . . . First in Television

2 BEST SELLERS IN HUNTER FANS

You can make extra profits
selling these highest quality fans



Beautiful HUNTER WINDOW FAN

2-speed, electrically reversible to cool by air intake or exhaust. Adjustable panels fit any standard window. Cools several rooms. Modern streamlined design with minimum room projection. 18" and 22" models with certified air delivery ratings of 2500 CFM and 3400 CFM. Guaranteed 5 years. It's the most beautiful window fan ever made!



Easily installed HUNTER ATTIC FAN

A complete, economical home cooling system in a compact unit. Fan requires only 18" clearance in attic. Shutter and trim fit over ceiling opening—no plastering. No suction box or other extras to build. Four models (4750 to 9700 CFM certified air delivery) to fit any home and climate. Fan guaranteed 5 years; motor and shutter, 1 year.

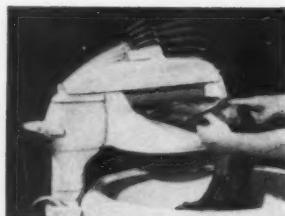
For catalog and prices, write
HUNTER FAN AND VENTILATING CO.
388 S. Front St., Memphis 2, Tenn.



National Advertising
Makes Sales Easy



NEW PRODUCTS



LOVELL Wringer

Lovell Mfg. Co., Erie, Pa.

Device: New Lovell 62 Instinctive Wringer.

Selling Features: A pull on the clothes or a push on the wringer frame instantly releases roll pressure; button above control handle is for use when rolls are not turning; automatic indexing—no old-fashioned position lock to grope or fumble for.



FRESH-AIR MAKER Fans

Schwitzer-Cummins Co.,
1125 Massachusetts Ave.,
Indianapolis, Ind.

Device: Fresh-Air Maker portable fans No. P-12 and P-16.

Selling Features: Pivots in frame to blow up to ceiling or down toward floor; can be turned toward corner or other part of room; P-12, 12-in. fan, has 1280 cfm capacity at high speed and 800 cfm at low; P-16, 16-in. fan, has 2100 cfm capacity on high, 1750 cfm low; P-12 has 1/40 h.p. shaded pole, 2-speed, 115 volts 60 cycles, a.c.; P-16, 1/15 h.p., shaded pole, 2-speed, 115 volt, 60 cycle a.c.

to 36 in. wide; 1/15 h.p. direct drive motor; delivers up to 2320 cfm.

24-in. belt driven model has a 1/4 h.p. motor; delivers up to 5030 cfm; fits windows from 31 to 38 in. wide.

Features in both models include noiseless operation; no-draft ventilation; off-white enamel finish; chrome trim; fine-mesh metal guard; deep pitch blades; install-it-yourself instruction folder.



HOLLYWOOD Liquefier

Hollywood Liquefier Co., 97 Pasadena Ave., So. Pasadena, Calif.

Device: Hollywood Liquefier.

Selling Features: Has 8 serrated-edge cutting blades; 2 speeds: low mix and blend, high to completely liquefy; graduated scale on oval shaped bowl for easy measuring; pouring edge on container, which is of lightweight Tenite; ball bearing motor revolves at 25,000 rpm; delivers 200,000 cutting strokes a minute; 110-125 volts, 50-60 cycles; plastic base with "mar-less" finish.

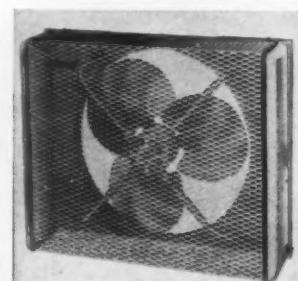


RAPIDAYTON Water System

The Dayton Pump & Mfg. Co.,
500 N. Webster St., Dayton, O.

Device: New complete "package" shallow well water system, the Rapidayton "Gusher".

Selling Features: Designed principally for small homes, bungalows, cottages, filling stations; has a reciprocating type pump with automatic pressure switch; standard 1/4 h.p. motor with thermal overload protector; horizontal galvanized tank is automatically welded and has 12-gal. capacity; working parts readily accessible; discharge valves may easily be removed for cleaning; overall 30 in. wide, 30 in. high, 14 in. deep.



MURRAY Window Fans

The Murray Co. of Texas,
3200 Canton St., Dallas, 1, Texas

Device: Murray 20-in. 2-speed window fan, and a 24-in. belt driven model.

Selling Features: 20-in. model adjustable to fit any window 28 1/2



Don't feed dishwater to the hogs yet!

Progress gallops so fast in pig raising that if you "take an afternoon nap, you will get behind on happenings," writes Kirk Fox, Editor of SUCCESSFUL FARMING.

Latest startling research comes from Michigan Ag Ex Station. Scientists feeding a control group of hogs a balanced diet...found that the addition of a detergent brought a sizeable gain in weight.

It's still too early to start feeding your wife's dishwater to hogs. Some detergents are harmful for pigs. But SUCCESSFUL FARMING will give the right detergent recipes to its businessmen farmers, as soon as possible!



Farming is a business... constantly carrying on research on new products, applications, methods, and techniques... increasing production by mechanization, electrification, labor-saving equipment... improving efficiency, quality, and output, getting higher yields at lower costs.

The farm home has kept pace with better farm business...today equals or exceeds the best suburban

standards...with functional furniture, the latest draperies, floor covering, decor...rumpus rooms, outdoor barbecues, landscaping. The wife of the businessman farmer is today's best customer for better quality merchandise.

Best class market...is the SUCCESSFUL FARMING audience of 1,200,000 families, with nearly a million concentrated in the fifteen agricultural Heart states on the best U. S. farms, with the best soil, largest property investment, most modern machines, the highest yields and incomes. The average SF subscriber's yearly earnings easily exceed the national farm average by 50% and more.

General media merely fringe this choice market, and TV touches it lightly. Nothing reaches so much of the best of it as SUCCESSFUL FARMING—the one medium needed to balance national electric goods advertising effort, deliver maximum sales. For full facts, call the nearest SF office.

MEREDITH PUBLISHING COMPANY, Des Moines... New York, Chicago, Cleveland, Detroit, Atlanta, Los Angeles, San Francisco.



WESTCLOX PRESENTS ITS FASTEST-SELLING DEAL IN ELECTRIC CLOCKS



Costs you . . . \$29⁰⁸
Sells for . . . \$44¹⁵

Wake up your clock sales with the colorful and compact "Gift-o-Time" display. Don't miss this great opportunity to rack up increased sales on Westclox popular electric clocks. Assortment No. 800 features that fine little favorite, Bantam; the unique silent alarm, Moonbeam;

and the exciting new, wood-case Sphinx Alarm. Colorful "Gift-o-Time" free display will catch your customers' eyes. The clocks themselves will do the rest. All at a handsome profit to you! So be sure to fill out and send in the coupon today!

WESTCLOX

Made by the makers of Big Ben

GT
PRODUCTS OF
GENERAL TIME
CORPORATION

Westclox Electric Assortment #800 contains:

| | Cost You | Sell For |
|--|------------|------------|
| 2 Sphinx Electric Alarm (plain dials)..... | \$5.17 ea. | \$7.95 ea. |
| 1 Sphinx Electric Alarm (luminous dial)..... | \$5.82 ea. | \$8.95 ea. |
| 1 Bantam Electric Alarm (plain dial)..... | \$3.05 ea. | \$4.35 ea. |
| 1 Bantam Electric Alarm (luminous dial)..... | \$3.40 ea. | \$5.00 ea. |
| 1 Moonbeam Electric Alarm (plain dial).... | \$6.47 ea. | \$9.95 ea. |

Plus handsome FREE display!

DON'T DELAY! SEND IN THIS COUPON TODAY!

WESTCLOX

La Salle-Peru, Illinois

Gentlemen: Please send me through my wholesaler _____
Westclox Electric Assortment No. 800.

EM-652

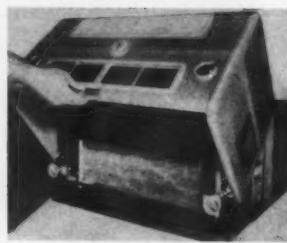
MY NAME IS _____

ADDRESS _____

MY WHOLESALER IS _____

ADDRESS _____

NEW PRODUCTS



QUIET KOOL
Room Air Conditioner

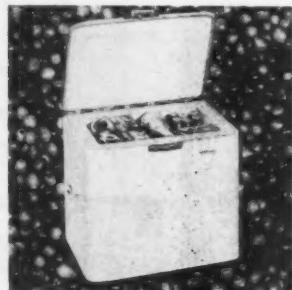
Quiet-Heat Mfg. Corp.,
135 Railroad Ave., Newark, 5, N. J.

Model: 1952 Quiet Kool $\frac{1}{2}$ -h.p. room air conditioner has been redesigned so that outer cabinet is identical in size to the $\frac{3}{4}$ -h.p. model.

Selling Features: Cabinet is hinged and control knobs recessed for easy cleaning of permanent metal air filter; easily installed thermostat optional, can be controlled without unscrewing outer cabinet; new arrangement of internal parts permits use of silencing chamber using blower wheel for air delivery; wider slinger ring in condenser fan provides sufficient condensate disposal for most humid days. $\frac{1}{2}$ h.p. model G5E, $\frac{3}{4}$ h.p. model, G75 and $\frac{1}{2}$ h.p. model G3A.

ing" is made possible in large commercial installations by installing an adjustable damper in duct system.

Other features include "no clogsta fresh" filters; "free-flo" water trough with "external adjustment"; "grip-lock" filter holders; "uni-weld" construction; and deluxe window mounting adaptors.



CROSLEY Freezer

Crosley Div., Avco Mfg. Corp.,
Cincinnati, 25, O.

Model: SDF-8 Crosley Shelvador freezer.

Selling Features: 8.2 cu. ft. capacity, holds 287 lbs. food; has welded wrap-around all-steel cabinet, specially treated for rust resistance; push bar latch releases lid with touch; lid is counterbalanced by springs for easy opening and safety in closing; table-top height provides additional work surface; handy loading and rearranging shelf provided by flat 1-piece plastic border around top edge of food compartment; temperature control may be set for zero storage or for fast freezing at 20 degs. below zero; heavy-duty compressor sealed-in steel for permanent lubrication and long life.



ESSICK Evaporative Coolers
Essick Mfg. Co., 1950 Santa Fe
Ave., Los Angeles, 21, Calif.

Device: Essick 1952 evaporative air coolers feature "controlled cooling."

Selling Features: 2-speed motors in a number of combination commercial and residential type coolers—the second speed permits delivery of cooling air at a lessened rate for use in late evening or at times when heat load does not require full capacity of cooler; 2-speed motors are optional equipment on 4 models and are standard equipment on model F2000P fan type cooler.

For window mounting models the "Comfort Selector" provides complete control of cooling—sold as an accessory, it is installed in conjunction with certain Essick models by means of a window mounting adaptor; window is utilized to control cooling air flow—by raising or lowering the window in front of the cooler grille, the air delivery can be controlled from a mere zephyr of fresh air up to the rated capacity of the model. A third system of "controlled cool-



HANDYHOT Travel Iron

Chicago Electric Mfg. Co.,
Chicago, 38, Ill.

Device: Handyhot Deluxe travel iron No. 1178.

Selling Features: Heat indicator shows "safe" time for ironing rayons, silks etc; iron folds away into sliver-thin space into handy carrying-case for easy packing; safe-T-Latch locks full-size handle securely in place; cord plugs in at 45 deg. angle; a.c. or d.c.; cool vents between soleplate and top; studded plastic envelope-type carrying case.

Complete WARING Product Line

Tremendous New Addition!



Here's the
"Complete Food
Preparation Team"
Everybody's
talking about



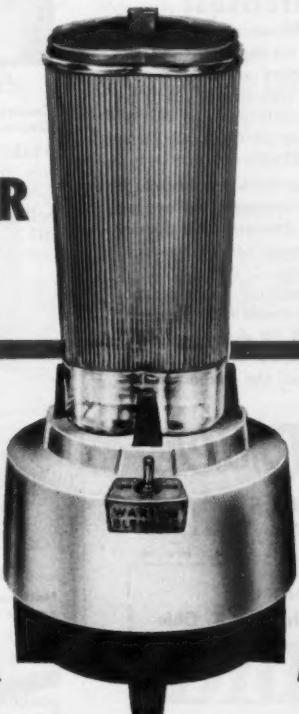
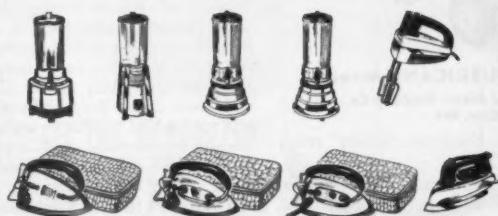
New 3-Speed, Full Power **WARING MIXOR**

Exclusive new "Propeller Pitch" beaters provide top-to-bottom 5-way mixing! Perfectly balanced, lightweight, switch directly under thumb.

Amazing New **WARING** duo-speed **BLENDOR**

Makes cakes, pies, salads, baby foods, soups, mayonnaise, hundreds of hard-to-prepare recipes in seconds. Non-slip PYREX container!

WARING ALONE OFFERS YOU A COMPLETE LINE OF PROFIT MAKING WARING BLENDORS, DURABILT FOLDING TRAVEL IRONS—THE TRIPLE PURPOSE WARING STEAM IRON and THE SENSATIONAL NEW WARING MIXOR!



Colorful Hard-Selling ads in

THE SATURDAY EVENING Post

Sunset

Better Homes & Gardens

Good Housekeeping

McCall's

House Beautiful

Holiday

New Yorker

...reaching over 48,000,000
of your customers!

plus! INTERESTING 1-MINUTE
TV FILMS PACKED WITH SELL!

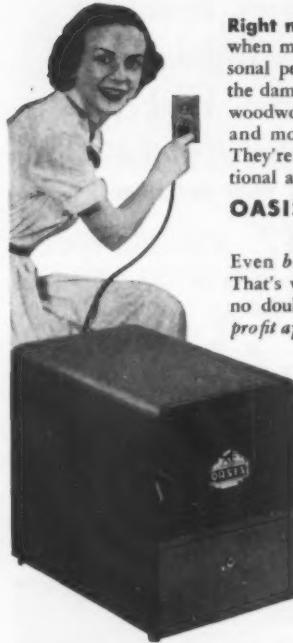
plus! THE MOST PHENOMENAL
RUN OF PUBLICITY IN WARING
HISTORY—CONCENTRATED IN
AMERICA'S MOST POPULAR
MAGAZINES!

DON'T MISS

The fast selling
Waring line at the Atlantic
City Housewares Show July
7-11, Booths 723, 725, 727
and 729.

A SUBSIDIARY OF CLAUDE NEON, INC. **WARING PRODUCTS CORP., 25 W. 43rd St., New York 36, N.Y.** DISTRIBUTED IN CANADA BY CANADIAN WESTINGHOUSE SUPPLY CO., LTD.

NOW is the time to cash in on the Moisture Monster



Right now is the best time to sell Air Driers—when moisture in basements starts toward its seasonal peak. Your prospects are being plagued by the damage the Moisture Monster does—ruining woodwork . . . rusting metals . . . causing mildew and mold . . . keeping laundry from drying. They're ready to buy—and powerful Oasis national advertising is urging them to *buy now!*

OASIS AIR DRIERS ARE SETTING NEW SALES RECORDS!

Even better than record-breaking 1951 sales! That's what Oasis Dealers are reporting. There's no doubt about it—Air Driers are the *new big profit appliance line!* Don't wait any longer to get into this constantly growing market—find out about the Oasis Air Drier sales plan **TODAY!**

Oasis gives you the sales advantage of a famous, nationally-advertised Air Drier . . . a dramatic floor display "Moisture Monster" to tie you into Oasis advertising . . . direct mail . . . point of sale material . . . newspaper mats . . . and a *tested sales plan that closes 9 out of 10 demonstrations!* Don't wait until the best selling season is over—mail the coupon today!

OASIS Air Drier

ELECTRIC DEHUMIDIFIER

Made by the World's Largest Manufacturer of Electric Drinking Water Coolers

COPYRIGHT 1952 THE EBCO MFG. CO.

Get all the facts about the profit-making OASIS proposition—

MAIL THIS COUPON TODAY!

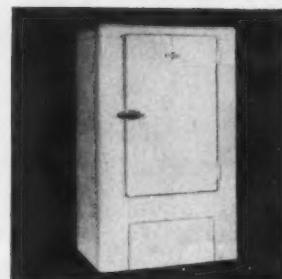
THE EBCO MANUFACTURING CO.
405A W. Town Street, Columbus 8, Ohio
Give me the facts on the money-making Oasis proposition.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

NEW PRODUCTS

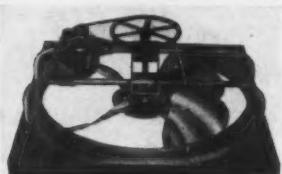


BARKOW Freezer
The August G. Barkow Mfg. Co., Milwaukee, Wis.

Device: New 20 cu. ft. Barkow cold shelf vertical freezer.

Selling Features: Will store up to 700 lbs. food; 3 fast-freezing, eye-level shelves; deepwell for large items; easy-to-open door; hermetically-sealed 2-cylinder, 110 volt a.c. condensing unit; 20-gauge steel on exterior, 22 gauge aluminum on interior; chromeplated hardware.

wheels for contour cutting of lawns regardless of bumps; hinged safety side throwout guard; adjustable cutting height; fan-type blades; pressed-steel chassis.

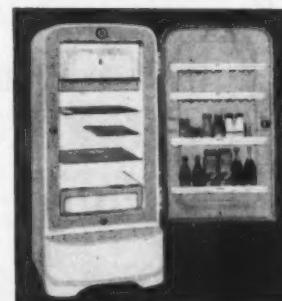


MURRAY Attic Fan

The Murray Co. of Texas, 3200 Canton St., Dallas, 1, Texas

Device: Murray vertical discharge attic fan.

Selling Features: Available as a complete package unit with shutter; flat design permits residential installation in lowest pitched roofs; heavy gauge steel with streamlined orifice; installed completely unattached, vibration-and-noise free in a nest of foam rubber; available in 5 sizes: 24 to 48 in. with $\frac{1}{4}$ to $\frac{1}{2}$ h.p. motors.



CROSLEY Refrigerator
Crosley Div., Avco Mfg. Corp., Cincinnati, 25, O.

Model: DD-75 has been added to line to meet demand for "Soft-Glo" interior in 7-cu.-ft. size.

Selling Features: Identical with SD-75 now in Crosley 1952 line with a "Soft-Glo" interior.



SNO-BREEZE Trailer Cooler

Palmer Mfg. Corp., Phoenix, Arizona
Device: Sno-Breeze trailer cooler No. FTD-2100.

Selling Features: Cools, washes, filters air of pollen and dust, removes cooking odors; 2-speed control allows full capacity used for cooling during hot daytime periods to be turned down to gentle breeze when wanted; designed to fit over ceiling-ventilator, easy to install and dismount for traveling; recirculating pump also available.



HURRICANE Mower
National Metal Products Co., Kansas City, Mo.

Model: Hurricane "Glider" rotary mower.

Selling Features: 18-in. mower, powered with a governor-controlled, 2 h.p. gasoline engine; carries all design and performance features of more expensive models in line, including 4 equal-sized 8-in.

PERFECTION Furnace

Perfection Stove Co., 7609 Platt Ave., Cleveland, 4, Ohio
Device: Perfection-Superfex counterflow furnace No. F-601.

Selling Features: A 74,000 btu. oil furnace designed for perimeter heating of homes having duct-work running under floor or imbedded in concrete slab; suitable for alcove or utility room installation, occupies floor space 22-in. wide and 25-in. deep; fully-wired and assembled package unit; 3 simple connections: fuel supply, 110-volt line and thermostat cable; front panels easily removable for easy access to fully-enclosed burner; Perfection vaporizing burner with positive supercharged draft; rubber-mounted blower motor; white baked enamel casing.

"Sold 65 Blackstone washers in 30 days!"

writes Frank Chido, Pres.

Apex Television Inc., Johnstown, Penna.

Look at this
irresistible
bargain!

1. Proctor Ironing Table — Adjusts to 9 heights for standing, sitting! Wheels end reaching! All-metal—lasts a lifetime!
2. Proctor Iron Pad and Cover — Spring and rod design gives tight fit! Extra thick pad!
3. Proctor Cardinader — Fastens to board, keeps cord out of way! Quick, easy!

Retail Value
\$23.35

"Blackstone's *Free* Proctor Ironing Table Combination'... greatest washer sales-builder in my experience!"

No wonder Blackstone's "Mary Proctor" promotion is making sales-history from coast-to-coast!

Not only do you give women this nationally advertised \$23.35 ironing combination *FREE* — you sell them a Blackstone, the finest washer made!

On top of it, you cash in on the heavy demand for Blackstone built up by powerful national advertising. Ad after ad in the Saturday Evening Post, Living for Young Home-makers, Parent's Magazine, House & Garden! Newspaper ads! Publicity!

DEALER PROMOTION KIT!

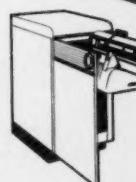
- Hard-hitting NEWSPAPER MATS!
- DIRECT MAIL Broadsides!
- Colorful WINDOW STREAMER!
- 1-Minute RADIO SPOTS!



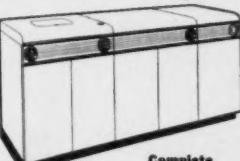
Wringer Washers



Dryers Gas & Electric



Ironers Portable & Console

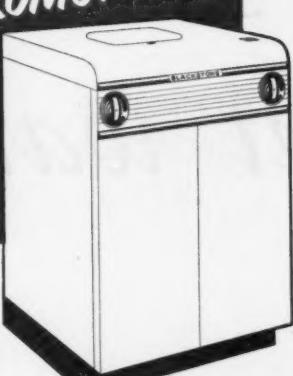


Complete Laundry Unit

You, too, can
sell washers in volume
with
**BLACKSTONE
DEALER PROMOTIONS**

For details on the Proctor promotion and other proven volume-building deals, see your Blackstone Distributor today!

VISIT THE BLACKSTONE
EXHIBIT AT THE
AMERICAN FURNITURE
MART, CHICAGO
JUNE 16th - 26th



Automatic Washers

Blackstone

Jamestown, New York

AMERICA'S OLDEST MANUFACTURER OF HOME LAUNDRY APPLIANCES



ALEXANDER E. DUNCAN
*Chairman of the Board and Founder
Commercial Credit Company*

FORTY YEARS AGO, when I founded COMMERCIAL CREDIT COMPANY, a small group of people joined with me in providing our original capital of 300 THOUSAND DOLLARS.

The original COMMERCIAL CREDIT stock prospectus contained the words "THE FIELD OF OPERATIONS IS PRACTICALLY UNLIMITED." Yes, we started with confidence in our ability to succeed, but I know that none of us in our original group foresaw COMMERCIAL CREDIT COMPANY as it is today, for none of us could foresee the miracle of America's industrial growth in the last 40 years.

None of us could foresee, for example, how the pioneers in the appliance, radio and television businesses and their successors would develop them into giant industries that would change the living pattern of Americans.

On the occasion of our 40th Anniversary, I want to say "THANK YOU" to you men who build appliances, radios and televisions, to your distributors

*Helping America
buy what
it wants*

throughout America, and to your retailers in every city and town. Your cooperation and your confidence have helped write the COMMERCIAL CREDIT story of success. We cherish most highly the thousands of past and present customers and friends COMMERCIAL CREDIT COMPANY has had among you.

I also want to pay tribute to the men and women of COMMERCIAL CREDIT—our original group of five, three of whom are still with the Company, and to the thousands who with their hands and hearts and minds have and are still carrying on for COMMERCIAL CREDIT today.

Ours is a service business and as such is largely dependent for success on the intelligence of our employes and the enthusiasm they show in serving COMMERCIAL CREDIT customers. That we have grown substantially and soundly is ample proof that COMMERCIAL CREDIT men and women have done and are doing their jobs well.

In 1951 gross receivables acquired by the Finance Companies of COMMERCIAL CREDIT were \$2,783,942,471; earned premiums of its Insurance Companies were \$39,464,036; and net sales of its Manufacturing Companies were \$99,115,875. These operations were carried on through some 12,800 employes located in more than 350 offices throughout the United States and Canada.

Because our experience has shown the American consumer to be an honest, dependable business risk, we pledge the continuing use of COMMERCIAL CREDIT funds and facilities to HELPING AMERICA BUY WHAT IT WANTS.

Alexander S. Duncan



NEW PRODUCTS



DUO-THERM Oil Heaters

Duo-Therm Div.,
Motor Wheel Corp., Lansing, Mich.

Models: 2 new Imperial series—622 and 722, and 624 and 724; and a new Trailer heater 525.

Selling Features: All models have radiant doors that may be replaced with optional automatic power-air blower. No. 622 and 722 have 41,500 and 53,000 btu capacity respectively; platinum finish. No. 624 and 724 have same capacities as above; with mahogany cabinets; mechanical or electric thermostat optional at extra cost.

Trailer heater has 27,000 btu capacity; complete with automatic power-air blower; 48 in. high, 22½ in. long, 14½ in. deep; 3 register outlets plus "living level" louvers provide combination of over-the-floor or under-the-floor duct connections; platinum finish.



TIME 'TROL
Air Conditioner Timer

Time 'Trol Co.,
135 Liberty St., New York, 6, N. Y.

Device: Time 'Trol portable, plug-in automatic timer switch for air conditioners up to and including 2 h.p. capacity—No. 9152W.

Selling Features: Timed by Tork, motored by Telechron; has a 24-hr. dial, 6 hrs. each for morning, afternoon, evening and night; has 2 sets of "on" arms and 2 sets of "off" arms which allow for two settings daily of "on" and "off"; automatically turns any room conditioner "on" and "off" at desired time. An "omit" wheel allows setting to remain "off" any day or combination of days desired and will automatically turn air conditioner "on" again at time it is set for on day when operation is desired. No installation required.

New 30-inch Range offers Big Chance for Profits!

Compact Model latest from



Here's how we'll be telling the story to your customers in national magazines



New Range makes Kitchens Bigger!

Save space, save money with this
L & H 30-inch Electric Range

This range frees almost two square feet of precious floor space, as compared with ordinary ranges! It's only thirty inches wide, yet does everything you'll expect of a big range.

Just look at that mammoth oven! It actually bakes ten two-pound loaves of bread.

And L & H gives you a host of work-saving features: fast-acting, easy-cleaning Monotube surface units, automatic time control, waist-high smokeless broiler, and others. Long-life porcelain finish.

See your L & H dealer now. Look in the yellow pages of your phone book for his name.

A. J. Lindemann & Neverson Co.
The Finest in Home Appliances since 1875
Milwaukee 15, Wisconsin



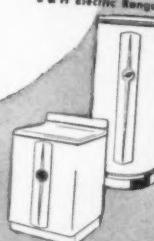
L & H Electric Range



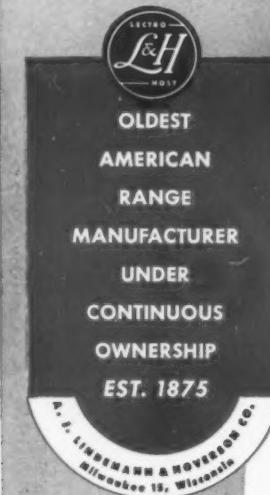
L & H Home Freezers



L & H Refrigerators



L & H Water Heaters



see your L & H distributor now

OPEN HER EYES!

COMPARE

American Kitchens

With any Other Line! Then Watch Sales!

Let your customer see for herself!—Point out the famous competition-beating features that make American Kitchens so outstanding. Then—watch your sales *make themselves*—watch your profits start an upward climb!

Remember—your women customers are eminently practical—they want a better buy, they want the *best* for their money! And they will be interested in every feature for the kitchen belongs to them—they want it efficient, easiest to clean and care for—handsome—convenient. Those very features that make American Kitchens the *best*—sell those women customers of yours.

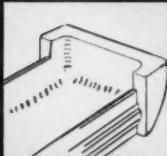
COMPARE QUALITY

Show them that by their very construction, American Kitchens are superior to others . . . the fact that they are fully drawn over dies requires a superior grade of steel. Show them how soundlessly the doors close, because they are insulated with the most expensive insulating materials. Point out the famous design, the smooth rounded contour, the rounded corners, the ample toe and knee room.

COMPARE BEAUTY

Show them the beautiful lines and modern styling—the gleaming satin finish.

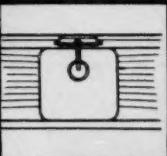
It's the kind of a story you can really shout about—it's the kind of story that brings immediate results in sales. Here's the way to lick competition—cut yourself a bigger share of profits. Mail coupon at right!



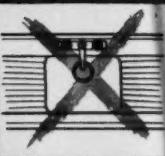
American Kitchens' one piece rounded drawers—no seams, easy to clean!



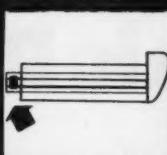
Other kitchens have dirt and rust-catching seamed drawers with square corners!



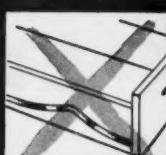
American Kitchens' 15% larger sink bowl than other make sinks—no ledge!



Other kitchen sinks have old-fashioned ledges that use up important bowl space!



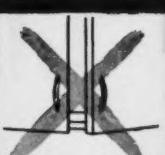
American Kitchens' nylon glides, drawers pull out noiselessly . . . on the level!



Other kitchens' metal or soft brass drawer guides that squeak, bend under strain!



American Kitchens' concealed door and drawer pulls eliminate dirt-catching handles!



Other kitchens, with handles of all designs, catch dirt, make cleaning difficult!

American KITCHENS

MAKE MORE MONEY FOR YOU

AMERICAN KITCHENS
DIVISION



CONNERSVILLE
INDIANA

American Kitchens, Dept. EM-6
AVCO Manufacturing Corporation
Connersville, Ind.

Please send me complete information
about American Kitchens and the pro-
motions for 1952. Please have my dis-
tributor call on me.

Name _____

Address _____

Zone _____ State _____

City _____

There Are 2 Sides to

GROWTH"
APPLIANCES

RANGES 77.2%
AUTOMATIC WASHERS 85.2%
WATER HEATERS 86.9%
FREEZERS 90.7%
IRONERS 90.9%
DISPOSALLS® 97.3%
DISHWASHERS 97.4%
DRYERS 97.8%
CABINETS 98%

UNSATURATED MARKET



Each Requires a

Many dealers are badly confused by the things that are happening in the appliance business today. Basically, the appliance business has divided itself into two separate and distinct categories. On one hand, you have the so-called "demand appliances," including such items as refrigerators and conventional washers. These items are well known by the public. The ownership saturation runs from 75% upward, which means they largely represent a replacement, trade-in business. Therefore, they

require a different selling approach than do the appliances in the "growth" category.

For example, the "low saturation" or "growth appliances" must be sold with specialty selling techniques. Price is not the answer to the sales of these products. The same technique should be used in selling these products that was used years ago in building the refrigerator business—namely, **creative selling**.

Unfortunately, the industry has become almost an en-

Hotpoint

...The Foremost

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS®

the Appliance Picture!

REFRIGERATORS 13.3%
CONVENTIONAL WASHERS 26.5%

"DEMAND"
APPLIANCES

Different Sales Approach!

tirely price and bargain appeal operation and dealers are taking this merchandising approach on **all** the products they handle. This is not only unfortunate—it's extremely dangerous for the dealers as well as for the entire industry. It's time you took stock of the situation and thoroughly analyzed the conditions.

The future of your business—the future of the appliance industry—depends on your recognition of this different approach to these two separate markets.

The opportunities that are open in the appliance industry are greater than they have ever been. In 1951, 3½ billion dollars worth of appliances were bought at retail and ⅔ of these were low saturation, "growth" items.

The chart above shows a tremendous untapped market that is open on these items. We heartily recommend that you readjust your sights and concentrate your efforts in the field where the opportunities are greatest and most profitable.

Franchise in the Industry!

WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

HOTPOINT Inc., (A General Electric Affiliate) 5600 West Taylor Street, Chicago 44, Illinois

NEW PRODUCTS
LIGHTING EQUIPMENT



SOLAR Heat Ray Lamps

Solar Electric Corp., Warren, Penna.

Device: Solar heat-ray lamp available with portable fixture.

Selling Features: Portable bracket is equipped with socket made of shock-proof heat resistant porcelain; special rubber covered spring clamps on lamp bracket firmly grips a variety of objects; universal joint permits directing heat to any desired position or angle required; lamps are available in 4 colors: frosted, for use where glare is not a factor; amber eliminates excessive glare; red-glow, provides penetrating soothing heat for sore muscles, etc.; and ruby designed especially for therapeutic use—sinus, nasal congestion, almost no light transmitted.



KLEEN-AIRE Lamp

Kassler & Co., 733 N. Highland Ave., Los Angeles, 36, Calif.

Device: Kleen-Aire deodorant lamp.

Selling Features: Destroys odors electronically with an ozone bulb at same time gives indirect light; available in brass, copper and satin aluminum; also available in a wall mounted, pin-up type in blue, green, rose pastels or in white.



JOLECO Valance

Joleco Corp., 2513-19 Baldwin St., St. Louis 6, Mo.

Device: Joleco illuminated valance.

Selling Features: Combines fluorescent lighting with conventional valance; can be used over windows,

Hand-Picked Prospects for You



Day after day, the people in *your* territory who are going to build their own new homes are located by the world's largest construction news gathering organization.

Then . . . a book of catalogs, illustrating and describing the varied products needed for new homes, is mailed to these prospects of yours. This book—Home Owners' Catalogs—is used and kept while these prospects are planning what they will want to buy for their new homes. It is important to you that the products you stock, show and sell are completely described to these buyers *before* they make their final decisions.



That is why American Kitchens distributes its literature, "American Kitchens—Save 1000 Steps a Day", in each copy of Home Owners' Catalogs. American Kitchens knows this is the way to do a thorough pre-selling job for you. American Kitchens knows these home-planners are outstanding prospects for you because they must buy the kinds of things you sell.

Whatever you sell you can get the names and addresses of hand-picked prospects in your territory.

MAIL COUPON TODAY

Tell me how I can get the names and addresses of prospects for new-home products . . . *in my territory*. (Available in local marketing areas within 37 eastern states only).

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HOME OWNERS' CATALOGS

Dept. AK2, 119 West 40th St., New York 18, N. Y.

There's an easier way to close the deal...



emphasize the "DULUX" finish

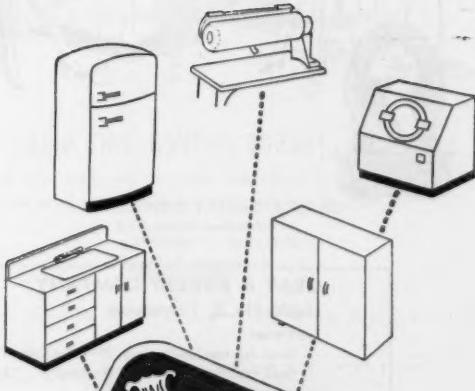
REG. U. S. PAT. OFF.

This is the hard way. And what does a "big production" wind-up get you? The cold shoulder? Why don't you tell them the appliance is finished with Du Pont DULUX Enamel? That way, it's easy!

More and more sales-wise dealers are pointing out that DULUX Enamel on appliances resists marring, scratching, grease stains, or cracking even if the metal is dented! And DULUX—one of a long line of widely respected products from the Du Pont laboratories—stays sparkling white for years of handsome service in the home.

Has the DULUX story been instrumental in promoting sales? It has helped move well over 25,000,000 refrigerators and hundreds of thousands of other appliances!

So emphasize the finish when you sell. It's really the easier way to close the deal.



150th Anniversary
Better Things for Better Living
...through Chemistry

DULUX enamel

REG. U. S. PAT. OFF.

America's leading home appliance finish

CHEMICALLY ENGINEERED TO DO THE JOB BETTER

A new PROFIT PACKED PAIR



GRAY & DUDLEY COMPANY
Established 1862
NASHVILLE 3, TENNESSEE

GRAY & DUDLEY COMPANY
Nashville 3, Tennessee

Gentlemen:

Show me why dealers say, "Washington Wins Customers!"
Send complete details on Washington Ranges Heaters Water Heaters

Name _____

Store _____

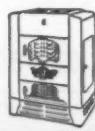
Address _____

City _____

State _____

(Check here if you want your name listed in our dealer directory)

The Most Complete Line!



Oil Heater Gas & Wood Heater Gas Stove Gas Heater Gas & Wood Heater Electric Water Heater

NEW PRODUCTS

across entire walls, over pictures, beds, etc.; includes an 8- or 10-in. face board, 4-in. plywood unfinished sanded surface, transverse rod, radio and TV interference filters and a 10-ft. cord with hand switch; available in 4 lengths—33, 48, 66 and 96 in.; sizes can be combined in any group of multiples to form length required; each length employs a single fluorescent lamp and comes equipped with adjustable wall mounting brackets, face board mounting brackets and hangers; plywood face board can be painted, papered or upholstered.

NUTONE Push-Lite

Nutone Inc., Cincinnati, 27, Ohio

Device: NuTone electrically lighted pushbutton.

Selling Features: A personalized nameplate of golden lucite, weather and tarnish proof; easy to install—no extra wiring needed; lamp bulb has life expectancy of 10 years.

ADAPT-A-LITE Lamp

Cable Electric Product Inc., 234 Daboll St., Providence, 7, R. I.

Device: Snapit Adapt-A-Lite bed or pin-up lamp.

Selling Features: Each lamp equipped with 6-ft. cord; matching plastic socket with switch packed in individual box; each lamp complete with detachable bed hooks and wall brackets; available in brown, ivory, blue and pink.

BRIEFS



DAVIS Cord Holder

Davis Mfg. Co., Elgin, Ill.

Device: Out-O-Way cord holder. Selling Features: Folds flat against board for easy storage; locks automatically when raised to vertical position; plastic spring grip holds iron cord to prevent it from sliding; plastic red grip is readily engaged and disengaged, prevents shocks or shorts; heavy-duty extension cord with 3-way receptacle permanently attached to holder.

The Inter-Matic time switch line now includes a "Skipper" time switch designed for control of application where it is desired to skip operation on weekends, holidays or other selected days in a week. Available in single pole, double, and double throw models.

Cleaning-up with SURF



Here's how you can sell more washing machines, too!

- Get the free sales kit, make this money-saving offer — give a case of Surf — with the purchase of any washing machine on your floor. Play it up in your newspaper advertising, feature it in your display material. That way, this hard-working, proved promotion will make your selling job that much easier — more profitable, too.

- Your Surf offer is a good talking point when it comes to selling new customers on a better, more expensive machine. Just point out how all-purpose Surf is *guaranteed* to wash clothes sweater-clean. Tell them why Surf works wonders in your wringer-type machines — that it's perfect for your automatics because it leaves them free of "ring" and scum.

- And while you're at it, why don't you put your customers to work for you? Offer them *another* free case of Surf — a year's supply — for every prospect they bring in who buys one of your washers. It's a great "come-on" for extra sales!

CLIP THIS COUPON TODAY!

Free kit of sales tools will help you dramatize this Surf deal!

17 pieces of colorful window trim. Mats in 3 sizes.

All available free!

LEVER BROTHERS CO., Dept. 558
390 Park Avenue, New York 22, N. Y.

PREMIUM SURF ORDER BLANK

For use as "Sales Closers" with our washing machines, ship freight prepaid (express collect) and bill to us _____ cases of Surf — 24 packages to case (minimum order 3 cases).

Price* schedule is

| | |
|---------------------|---|
| 3 through 84 cases | —\$6.75 less \$1.75 advertising allowance each case |
| 85 through 74 cases | —\$6.68 less \$1.75 advertising allowance each case |
| 75 or over | —\$6.62 less \$1.75 advertising allowance each case |

You may take this order as our assurance that this Surf is not for resale and that we shall offer not less than 12 packages of Surf per customer to our washing machine customers and prospects; that we shall furnish you upon request a list of the persons to whom we give free Surf, as required by the terms of the Surf Washing Machine Premium Plan.

Send me free kit of sales tools

Name _____

Street _____ County _____

City _____ State _____

Ordered by _____

*These are correct prices at press time. All prices subject to change without notice.



ONE Nichrome®

"One World." All over the globe, men have come to acknowledge this unique concept as the most effective basis for solving innumerable problems related to human progress.

"One Nichrome." All over the globe, men have come to acknowledge this unique alloy as the most effective means for solving a host of problems also related to human progress—in the fields of engineering and production.

This being so, we take particular pride in our trademark: NICHROME—granted solely and wholly to us by the United States Patent Office forty-three years ago. Representing a series of superb electrical heating and resistance alloys, developed and produced *only* by Driver-Harris, it symbolizes top quality and utmost dependability to manufacturers everywhere.

*T. M. Registered
in United States
Patent Office by
Driver-Harris Company
August, 1908



World-Famous Nichrome® is produced only by

Driver-Harris Company

HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

Sold in Canada by The B. GREENING WIRE CO., LTD., Hamilton, Ontario

Factories: U. S. A., CANADA, ENGLAND, IRELAND, FRANCE, ITALY, SPAIN Representatives in 38 COUNTRIES

MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING ALLOYS IN THE WORLD

NEW PRODUCTS



Easy-Off oven cleaner—a new way to end oven cleaning jobs—is announced by the Wolcott Co., Hartford, 5, Conn. Comes in 8 oz. glass jar, enough for a complete cleaning; non-flammable, clean-smelling; can be used on electric or gas ranges, porcelain, enamel, iron or steel surfaces.



A new compact portable electric saw, weighing only 10 lbs and featuring a "Magic Pivot" is announced by Cummins Industries Div. Cummins-Chicago Corp., Chicago, 40, Ill., under name Maxaw 700.

FOR THE DEALER



BERG Display Case

The Berg Co., Dept. 7C, 310 Division C., Madison 4, Wis.

Device: Display case for hardware and small items.

Features: 44 cream styrene plastic trays revolve on endless chain, driven by motor; any tray can be brought into view by flip of 2-directional switch; 14 trays visible at all times; serving door at top of case permits easy removal of a tray, or of single articles; additional storage space in bottom of case; showcase, standard counter height of blond Prima Vera wood; plate glass portion 16 in. wide, 20 in. high, 32 in. long.



PHILCO TV

Philco Corp., Philadelphia, Pa.

Models: 5 new 1952 Philco "Campaigner" TV sets.

Selling Features: Models include No. 1822, 17-in. leatherette finish table model; No. 1823 17-in. mahogany console ensemble; No. 2121, 20-in. mahogany console ensemble; No. 2150-M, 20-in. mahogany console; No. 2157, 20-in. mahogany half-door console.



FADA TV Console

**Fada Radio & Electric Co., Inc.,
525 Main St., Belleville, N. J.**

Model: Deluxe "Mayfair" No. A7C42BM console.

Selling Features: 17-in. glare-free black tube in blonde mahogany console; incorporates all features of Fada's "Power Plus" TV chassis, such as turret tuner with cascode amplifier, which gives better sensitivity to noise factor; power plus control—control which increases range of set to 150 miles from nearest station by increasing gain and eliminating "noise" type interference.



ADMIRAL TV Sets

**Admiral Corp., 3800 W. Cortland
St., Chicago, 47, Ill.**

Models: 21 new Admiral television models, highlighted by a 16-in. "Presidential" table set with new price system which includes federal excise tax as well as 1-year

NEW PRODUCTS... TV and RADIO

tube warranty and standard 90-day parts warranty.

Selling Features: A built-in AM radio, full tone control and a record player outlet has been included in all but four of the new sets.

In addition to the "Presidential" there are 13 17-in., five 20-in. and two 21-in. receivers; a more powerful TV chassis with additional tube gives 20- and 21-in. models greater sound sensitivity for better fringe area reception. All models can be converted to UHF by inserting a UHF tuning strip in turret tuner; removable safety screens in front of picture tubes; cylindrical-faced glass picture tubes in some 17-in. sets; tilted screen; are other features found in new line. One combination with built-in radio has been redesigned to provide three times as much record storage space as heretofore. The line includes 10 table models, 8 consoles and 3 combinations.



PARK View TV

**Park View Television Co.,
3083 Third Ave., Bronx, N. Y.**

Device: Park View AC-DC television set.

Selling Features: A.C.-D.C. chassis; 17 in. picture tube; available in a variety of table and console cabinets.



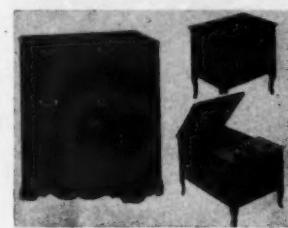
MAGNAVOX TV-Radio-Phono

The Magnavox Co., Fort Wayne, Ind.

Model: "Belvedere 21"—3-way combination radio-phono-TV with a full 21-in. cylindrical tube and long distance TV chassis.

Selling Features: Designed with a cylindrical face, sepiia safety glass filter, is slanted to deflect room light; a supersensitive Magnavox LD-105 synchronic TV chassis

provides reserve power for long distance reception in fringe areas; AM-FM sound system matches long-distance reception with 2 12-in. Magnavox speakers and 18-watt undistorted power output. Automatic, 3-speed record changer; cabinet available in white oak or mahogany; invisible casters; removable front panel. Can be had as a 3-way combination or as a radio-phono only with space for later addition of 21-in. TV.



Douglas TV Sets

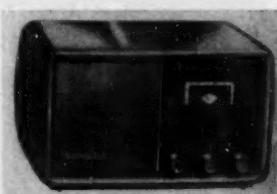
**Gough Industries Inc., 827 E. First St.,
Los Angeles, 54, Calif.**

Models: New line of 24 in. Douglas chairside control television receivers.

Selling Features: Two units—one consists of picture console containing the sweep and power chassis, the other a separate "front-end" chassis placed in a chairside control end table which can be located anywhere convenient. Picture console unit includes picture synchronizing and high voltage system that powers the picture tube; it also contains the high fidelity FM audio system; pre-tuning is performed by engineers, then locked, users can control picture and sound from the chairside end-table; the two chassis have a total of 27 tubes—14-in. picture console and 13-in. control unit. End table control also comes with built-in 3-speed automatic record changer at slightly higher price; cabinets available in African rose mahogany; smoky gold maple; virgin blonde limed oak.



large dial scale with easy-to-read numerals and dial pointer; stationary pilot light located behind dial scale illuminates numerals for positive station identification; 2 molded plastic controls directly below dial scale; high ratio tuning mechanism makes hair's breadth accuracy possible, the manufacturers claim; built-in Beamoscope antenna.

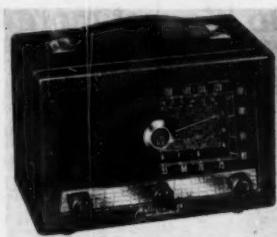


**HALLICRAFTERS
AM-FM Radio**

**The Hallicrafters Co.,
4401 W. Fifth Ave., Chicago, 24, Ill.**

Model: No. 7R10 AM-FM table radio.

Selling Features: Standard AM covers 535-1620 kc; FM from 88 to 108 mcs; 8-tubes including rectifier operates on 117 volts a.c. or d.c.; available in blue, green, cocoa and ivory.



HALLICRAFTERS Radio

**The Hallicrafters Co.,
4401 W. 5th Ave., Chicago, 24, Ill.**

Device: Hallicrafters 3-way portable radio No. 5R40.

Selling Features: AC-DC or battery operated; includes standard broadcast plus world-wide short-wave reception; saddle brown leatherette with white trim; gold control panel and medallion.



DEWALD Table Radio

**DeWald Radio Mfg. Corp., 35-15
37th Ave., Long Island City, N. Y.**

Device: DeWald table radio No. F-404.

Selling Features: "The Economy Set" table superhet with standard AM reception with extended police band reception, dynamic speaker, operates on a.c. or d.c.; easy direct tuning; a.v.c.; self contained hand antenna; 4-tubes; plastic cabinet in mahogany and ivory finishes.

NEW PRODUCTS . . . Radio



In Chicago, it takes 2— to blanket more than half the market

BECAUSE . . . Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.*

Today it takes two daily newspapers to reach a majority of the market—and for most net unduplicated coverage, one of your two must be The Chicago SUN-TIMES!

*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.



CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

211 W. Wacker Drive, Chicago 6

Total Circulation, 586,970 Average Net Paid Daily (ABC Publisher's Statement for 6 mos. ending 9/30/51)

CHICAGO SUN-TIMES

250 Park Avenue, New York 17



HALLICRAFTERS Clock Radio

The Hallicrafters Co.,
4401 W. 5th Ave., Chicago, 24, Ill.

Model: No. 5R50 short-wave, standard broadcast clock radio.

Selling Features: "Coffee time" switch for appliances on front of set and "wake up" switch with choice of soft tone or buzzer alarm in Deluxe Telechron movement; standard broadcast band covers 535-1620 kc; shortwave band covers 5.7-18.5 mcs; all popular foreign stations marked on dial; 5-tubes including rectifier; operates on 117 volts a.c. or d.c.; available in aqua, yellow or shell pink.



CAPEHART 5-Way Radio

Capehart-Farnsworth Corp.,
Fort Wayne, 1, Ind.

Model: 5-way table radio No. 15.

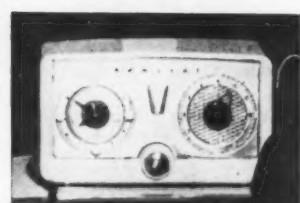
Selling Features: Operates on its own battery or on a.c. or d.c.; 6 tubes including 1 selenium rectifier chassis; weighs only 7½ lbs. complete with battery; special new dial design permits 1-finger tuning while radio is being carried and conventional operation when 5-way is used in side position as a table radio; ferrite rod antenna specially shock-mounted to prevent breakage; maroon or sand plastic cabinet.



radios Nos. 614, 615, 607 and 608.

Selling Features: Nos. 614 and 615 operate on a.c., d.c. or battery; plastic cabinet; dial scale and control knobs protected by cover which flips up when portable is placed in use; numbers on dial scale designed so that radio may be used as a portable in upright position or as a table radio when lying on its side; vertical louvers decorate front of cabinet; sensitivity has been increased by addition of a tuned RF stage; iron core super Beamoscope antenna built inside cabinet; 4x6 in. oval speaker uses a permanent magnet Alnico 5; 5-tube chassis plus dry plate selenium rectifier; automatic a.c.-d.c. battery switch. No. 614 in burgundy cabinet with ivory handles. No. 615 cactus green with dark green control knobs and handle.

Nos. 607 and 608 weigh 5½ lbs. complete with batteries; designed to serve as a table radio as well as portable with "flip-up" cover protecting dial scale and control knobs; 4-tube plus rectifier chassis; automatic a.c.-d.c. battery switch; iron core Beamoscope antenna; large Dynapower speaker and dry plate Selenium rectifier; measures 10½ in. wide, 7¾ in. high and 3½ in. deep. No. 607 burgundy with ivory trim; No. 607 cactus green with ivory.



ADMIRAL Radios

Admiral Corp., 3800 W. Cortland St.,
Chicago, 47, Ill.

Models: 1952 line comprises 7 table, 5 clock-radios, 3 portables and a radio-phono.

Selling Features: Choice of colors in portables and a 6-tube table radio for use in rural areas are features of new line. 6-tube radio is specially designed with accurate tuning and an RF stage capable of receiving distant stations and weak signals (Nos. 6C22, mahogany; 6C23 ivory).

Clock radio line includes an automatic deluxe model with appliance plug-in provision as well as an automatic on-off switch, also a small clock-radio with just the alarm feature. Both models have luminous dials; deluxe model has luminous tip on tip of sliderule pointer.

Table radio-phono 5Y22 has continuous tone control; jewel light signal that glows when current is left on; 3-speed automatic record changer for 7, 10 and 12 in. records.

G-E Portable Radios

The General Electric Co., Electronics Park, Syracuse, N. Y.

Models: 4 new 3-way portable



...the best

The best in materials, the best in manufacturing, result in the best consumer acceptance. When you back up PRESTO Products with intelligent, aggressive merchandising . . . consistent, hard-selling national advertising, and timely, imaginative promotions, you have the combination for the best in sales-and-profits. That's why there are more than 18 million happy homemakers who own PRESTO Products. Millions more PRESTO Products will be sold, all delivering more profits to the dealer. Be sure of your share of PRESTO sales-and-profits . . . feature the leader, PRESTO, the line that leads the field!



PRESTO AUTOMATIC DEEP-FRYER . . .

Jumbo fry-basket ends "2-batch" frying . . . thermostat automatically maintains proper heat for best results . . . same shortening can be used over and over, without transfer of food flavor! Bigger demand delivers bigger sales and profits!



PRESTO VAPOR- STEAM IRON . . .

The only iron with all four "most wanted" features. Uses ordinary tap water, no distilled water needed . . . IRONS most clothes without sprinkling . . . PRESSES without pressing cloths . . . DRY IRONS without fatigue. All these mean more sales-and-profits!



PRESTO COOKERS . . .

Prepare extra delicious, extra nutritious meals 3 to 4 times faster. Only PRESTO COOKERS have the Pressure-Tru Indicator Weight, Home Seal, Combination Anti-vacuum Valve and Over-pressure Plug, all exclusive sales-and-profits making features!



FREE! Hard-hitting point-of-sale displays, newspaper mats, etc.
Write: Advertising Department

NATIONAL PRESSURE COOKER COMPANY

EAU CLAIRE, WISCONSIN

Branch Factories: Los Angeles, California; Wallaceburg, Ontario, Canada

NEW PRODUCTS . . . Radio

priced for BUY-APPEAL
... retails for under \$28!

styled for EYE-APPEAL
... streamlined, enamel finished.

built for SIGH-APPEAL
... delivers welcome warmth in seconds.



Convenient carrying handle doubles as handy drying rack for towels, hand-wash.

SAFE — U. L. Approved. Uses no water or steam. Fully enclosed heating element.

FAST — Begins heating immediately. Uses 1320 watts, A. C. or D. C. Delivers 4500 BTU per hour, equal to 18½ sq. ft. of steam radiation. Average operating cost, 2c an hour.

LIGHT — weighs only 28½ pounds. Compact size: 23" x 7" x 19".

Write for details

CONCO ENGINEERING WORKS

Division of H. D. Conkey & Company • Mendota 1, Illinois

CONCO
Portable Electric
RADIATOR



RCA-VICTOR Record Player

RCA Victor Div., Radio Corp. of America, Camden, N. J.

Device: RCA-Victor's first "Victrola" 3-speed record player.

Selling Features: Available in 4 types: 2JS1, record player attachment complete with phono-jack cable which can play through any radio or TV set; compact maroon cabinet, measures 8-in. high, 13½ in. wide and 13½ in. deep.

2ES3, self-contained unit houses its own speaker and amplifying system; plug into any a.c. outlet; mahogany cabinet 10 in. high, same width and depth as above.

No. 2ES38, self-contained portable in luggage-type leatherette carrying case, plugs into any a.c. outlet; features 8-in. speaker and RCA "Golden Throat" acoustical system.

2US7, compact table radio-phono, combines all-speed changer with standard band 7-tube radio in modern wood cabinet—mahogany, walnut or limed oak; features Golden Throat acoustical system, built-in radio antenna, a.v.c., and 3-point tone control for both radio and phone.

Heart of instrument is a slip-on 45-rpm spindle which houses automatic record-changing mechanism

78-rpm discs, the other for 45-rpm and 33½ rpm records; (6) eliminates need for record inserts.



STROMBERG Converter

Stromberg-Carlson Co., Rochester, 3, N. Y.

Device: Stromberg-Carlson UHF converter.

Selling Features: Contained in a green leatherette, gold embossed case, 8 in. wide, 4 in. high, 6 in. deep; weighs approximately 5 lbs.; connected between antenna lead-in and the TV receiver; designed for easy installation; turn of a single switch selects UHF or VHF reception, also automatically connects correspondingly correct UHF or VHF antenna.



CROSLEY Ultratuner

Crosley Div., Avco Mfg. Corp., Cincinnati, O.

Device: Crosley "Ultratuner" and ultra high frequency adaptor.

Selling Features: Enables standard Crosley VHF TV receivers to add reception of UHF stations without installation; unit has a built-in antenna for UHF telecasts—an outside antenna for reception of distant stations which can be connected by attaching to two screws; control knob on front automatically places either UHF or VHF antenna into operation; with Ultratuner any Crosley TV set can be converted to UHF without calling a serviceman.



of the 45-rpm system; with the slip-on spindle removed the instrument at twist of a selector knob plays either 78 or 33½ rpm discs; completely automatic, the new record player (1) plays up to 14 45-rpm records at one loading; (2) plays up to 10 12-in. or 12 10-in. standard or long playing records; (3) plays up to 10 intermixed 78-rpm sizes or the same of 33½ rpm sizes intermixed; (4) stops automatically after last record; (5) provides 2 separate pick-up points in single tone arm—one for playing

RCA Intercom

RCA Victor Div., Radio Corp. of America, Camden, N. J.

Device: Telephone-tube intercom, "The Modern Minor".

Selling Features: Small, desk-type phone provides instant, natural-voice communication; suitable for office, store, motel, farm; requires no dialing or press-to-talk key; provides from 2 to 6 stations with code ringing or individual ringing.

MEET THE NEW MEMBERS OF THE
GROWING DUCHESS FAMILY



Incorporates Single Dial Control, new "Sun-Arc" Heating Element, Fresh-n-Dry Tumbler Drum, Easy Load Door, Quick-Clean Lint Trap and other advanced features. Designed to sell fast in any competition. Priced LOW to your customers with HIGH discounts to you!



NEW MODELS AT
AMAZING
LOW PRICES
FULL SIZE
SEMI-AUTOMATIC
plus six other models to sell every price bracket at your full profit.

NEW

ELECTRIC CLOTHES DRYER

STOP!

SEE THE

SPACE 510-A



ONLY
\$129.95
LIFETIME
GUARANTEED

DEHUMIDIFIER

12,000 cubic feet capacity yet priced below competition with full mark-up for YOU!

SILENT SIOUX

Announces these Completely New Home Heaters

MODEL PF 5052

Completely new, modern styling with duo-tone smooth hammetone finish. Heating capacity 5,000 to 13,000 cu. ft., carries Commercial Standards Approval of 52,000 BTU output per hr. Improved Triplex II Senior burner, easily removed from front for cleaning and servicing. Rectangular combustion chamber gives larger heating surface area. High fire input 36 cc per min. Adjustable draft regulator and simple clean out rod in oil line to burner. Larger open area in front and top for faster circulation.



MODEL PF 7552

C. S. rating of 75,000 BTU output per hr. High fire input 52 cc per minute. Heating capacity 6,250 to 18,000 cu. ft. Has the new Triplex II Senior burner, easily removable from front. Rectangular combustion chamber. Built in adjustable draft regulator and simple clean out rod in oil line. Optional equipment both models: six gallon fuel tank, thermostatic controls and circulating fan.

for Easier Selling and More Profit!

MODEL PF 5550

The ideal heater for fireplace and other "low console" type installations. Heating capacity 5,500 to 9,250 cu. ft. Equipped with famous Triplex burner and unique twin drum construction. 55,500 BTU output per hour. Burner conveniently serviced through side door. Heat traps over doors increases radiation and safeguards cabinet from excessive heat. "Optional" rheostat controlled squirrel-cage type blower gives positive floor-level-forced-circulation. A modern, streamlined beauty with satin-smooth, light brown hammetone finish.



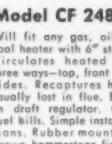
Model PF 3046

For the small home, apartment or office. Operates at a minimum of floor space. Maximum comfort and efficiency at low operating cost. 30,000 BTU output. Triplex senior burner serviced through side of combustion chamber. Heat saver construction. Large louvers for rapid heat circulation. Blonde hammetone smooth finish.



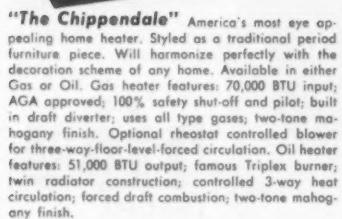
Model WF 2049 WALL FAN

The inexpensive way to circulate heat from one room into another. Boosts heat at the rate of 200 cu. ft. per min. Low cost operation, saves fuel, improves health and comfort. Smooth brown hammetone finish with aluminum grille.



Model CF 248

Will fit any gas, oil or coal heater with 6" stack. Circulates heated air three ways—top, front and sides. Accurately balanced usually less in line. Built in draft regulator. Cuts fuel bills. Simple installations. Rubber mounted. Brown hammetone finish.



When you sell Silent Sioux you can depend on Easier Selling with More Profits. Write today for free details and full information.

SILENT SIOUX CORPORATION

Dept. EM652

(Formerly Silent Sioux Oil Burner Corp.)

Orange City, Iowa

NEW PRODUCTS . . . RADIO



WEBSTER-CHICAGO Phono

Webster Chicago Corp., 5610 W. Bloomingdale Ave., Chicago, 39, Ill.

Device: "Authentic" console phono. Selling Features: An end table model in mahogany or French Provincial; features Webcor 3-speed automatic record-changer with new ceramic cartridge, large PM speaker, base-reflex sound chamber; equipped so AM or FM radio tuner or wire tape recorder can be hooked up if desired.



BT Mixer-Amplifier

Blonder-Tongue Laboratories, 38 N. 2nd Ave., Mt. Vernon, N. Y.

Device: TV mixer-amplifier No. MA4-1.

Selling Features: Complete, self-contained master antenna system for VHF as well as UHF TV reception; capable of dealing with any problem arising in multi-antenna installations, eliminates all need for antenna rotators, separate boosters, UHF tuners and other elements; chassis contains power supply, signal mixing circuit, output terminal and one broad-band input for strong, host-free signals; 4 socket receptacles accommodate 1-to-4 BT plug-in strip assemblies for special channels, each plug-in channel strip has its own input terminals. Enclosed in well ventilated gray hammetone steel case, one complete MA4-1 will handle signals from 5 different antennas and mix and feed them through one output to any TV receiver or distribution system.



MASCO Intercoms

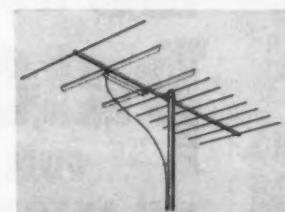
Masco Electronic Sales Corp., 32-29 49th St., Long Island City, N. Y.

Device: Two new Masco inter-communicators JM-10 and IM-10.

Selling Features: JM-10 is a master station unit for use with up to 10 remote stations; master station is only one that can communicate with other remote stations—remote stations cannot talk with each other only call Master.

IM-10 is a master station for use with up to 10 other master stations all of which can select any of the other 10 stations and talk with them privately and independently.

TV PARTS and BRIEFS



TELREX Fishbone Antenna

Telrex Inc., Asbury Park, L. I., N. Y.

Device: Telrex No. WB-1 "Fishbone" antenna for TV, UHF and FM.

A new TV antenna, known as the Davis-Vision antenna, for good fringe area, DX and broad band reception, is announced by Davis Electronics Co., 3047 W. Olympic Blvd., Los Angeles, 6, Calif. It is designed to eliminate ghost problems due to pattern, provide clearer pictures up to 125 miles from station, provide 10 DB or more gain on high channels. Eliminates need for double stacked arrays.

A new "Silver Streak," 10-element, fringe-area type antenna is announced by Technical Appliance Corp., Sherbourne, N. Y. Designed to provide highest possible gain



WHAT KIND OF WOMAN IS SHE?

*does she just shop and look
...or does she shop and buy?*

She—like nearly half your customers*—
is a LADIES' HOME JOURNAL reader and a buyer.

More than four and a half million of her look and shop, too—in the pages of their favorite magazine—then come to your store to buy. That's why it's to your profit to stock and promote the products they've been pre-sold in the Journal.

LADIES'
HOME

Journal

*47% of 72,012 women interviewed in 642 retail stores
say they read LADIES' HOME JOURNAL

These are the brands they will "shop" in the JOURNAL . . . be sure they buy them in your store!

American Beauty Electric Iron
Arvin Automatic Toaster
Arvin Electric Irons Arvin Electric Cook

Caloric Gas Ranges
"Compact" & "Revelation" Cleaners and
"Polish-Aire" Polisher
Coolerator Ranges, Refrigerators and Freezers
Coolerator Refrigerators

DeVilbiss Vaporizers
Dominion Appliances Dormeyer Appliances
Duane Fryrite Deep Fryer

Eazy Spin-drier
Electrosteam Vaporizer, Portable Steam
Radiator, Electrosteam Baby Bottle Warmer
and Electrosteam Baby Bottle Sterilizer
Evenflo Nursing Units

Fairberware Automatic Percolator Robot
Fairberware Stainless Steel Cooking Ware
Federal Vogue Enamelled Ware
Federal Vogue Roasters
Fletcher's Can-Wolf Canner
Fletcher's Roastwell Roasting Pan
Frigidaire Automatic Ironers
Frigidaire Automatic Washers
Frigidaire Electric Range
Frigidaire Refrigerators
Frigidaire Washers, Dryers and Electric Ironers

G-E Automatic Toaster G-E Automatic Washers
G-E Light Bulbs
G-E Refrigerator-Food Freezer Combination
G-E Triple-Whip Mixer

Hamilton Beach Mixer and Mixette
Hardwick Gas Ranges
Horton Automatic Washers
Hotpoint All-Electric Kitchen
Hotpoint Electric Ranges
Hotpoint Refrigerators

International Harvester Freezers
International Harvester Refrigerators

Johnson's Wax Electric Polisher and Paste Wax
KitchenAid Dishwashers
KitchenAid Feed Preparer

Lewis Stainless Cookware

Magic Chef Gas Ranges
Maytag Washers and Gas Range
Met-L-Top Ironing Table
Mirro Aluminum Baking Pans
Mirro Aluminum Utensils
Mirro-Mate Electric Percolator
Murray Gas and Electric Ranges

Perfection Gas Ranges
Pfaff Sewing Machines
Philco Electric Range Philco Refrigerator
Presto Cookers Presto Dixie-Fryer
Presto Vapor Steam Iron

Revere Ware
Rival Steam-O-Matic Steam and
Dry Iron and Can-O-Met

Seth Thomas Clocks
Sewmor Sewing Machine
Shetland Polisher & Scrubber
Silex Steam Iron and Coffeemaker
Sunbeam Coffeemaster Sunbeam Ironmaster
Sunbeam Mixmaster Sunbeam Toaster

Tappan Gas Ranges

Universal Coffeematic
Universal Stroke-Sav-r Iron

Verplex Lamps and Shades
Viking Sewing Machines
Vornado Air Circulators

Wear-Ever Aluminum Coffeemakers
Wear-Ever Aluminum Coffee Pot
Wear-Ever Aluminum Cooking Utensils
Wear-Ever Aluminum Roasters
Wear-Ever Coffeemaker and Wear-Ever
Saucepans Set
Westclox Electric Alarm Clocks and Travelalarm
Westclox Electric Clocks
Westinghouse Frost-Free Refrigerators
Westinghouse Iron Westinghouse Laundromat
Westinghouse Light Bulbs
Westinghouse Roaster-Oven
Whirlpool Automatic Washer
Whirlpool Automatic Washer & Dryer
White Sewing Machines

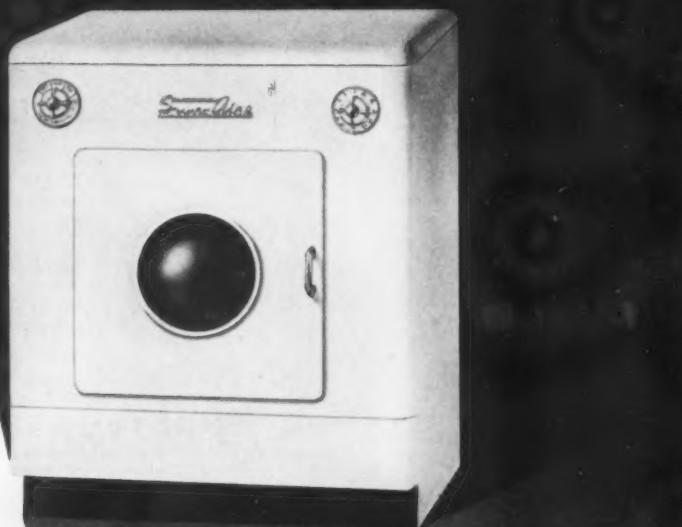
Youngstown Dishwasher Youngstown Kitchens
Zenith Radio-Phonograph

New profit opportunity for distributors and dealers

Stiglitz **Sun-Aire**

AUTOMATIC CLOTHES DRYER

(THE DRYER WITH THE SUNSHINE BUILT-IN)



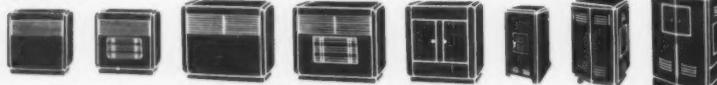
Premier
Showing
at the Market

SPACE 1761-1762
(just inside the door on the 17th
floor) American Furniture Mart,
Chicago

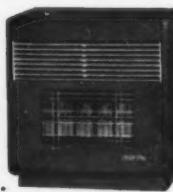
learn about the

9
OUTSTANDING
FEATURES
THAT MEANS
QUICK SALES

Plus



Complete showing of the Stiglitz Warm-Aire heaters.....



PHONE, WIRE OR WRITE DEPT. E2 FOR FRANCHISE DETAILS

THE STIGLITZ CORPORATION LOUISVILLE 3, KENTUCKY

NEW PRODUCTS

TV Briefs (continued)

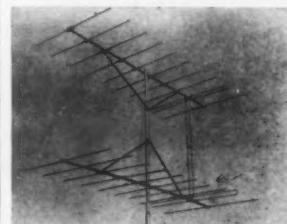
without separation of audio and video signals; directivity pattern shows good front-to-back ratio; sharp side band cut-off. Incorporates 8 directors, a 2-diam. driven element and reflector. Available as single bay or stacked array; comes completely factory-assembled, ready for installation.



Radion Corp. has 2 new lightning arrestors—the Champion QL12 and the Challenger LA2. Both units fit all types 300 ohm lead-in wire. Designed for use on every type installation indoors and out, and have a 4-place mounting bracket for permanent type installation. Challenger LA2 has a mast mounting strap as part of package.



A diminutive phonograph record brush which attaches to tone arm of any phono and sweeps record clean as it is being played has been developed by combining design and engineering skills of two companies: Permo-Fidelitone, Chicago and Mystik Adhesive Products, N. Kildare Ave., Chicago, 39, Ill.



Channel Master Corp., Ellenville, N. Y. announce a new 10 element yagi—the Big 10. Provides over 12 db gain on single bay, incorporates Z-Match system; can be stacked to produce over 12½ db; all elements are precision-cut and spaced on long crossarm. Designed to step up percentage of good reception in present fringe areas; maximum gain is provided across full 6 mc band width; it is also "boom braced" to prevent crossboom "bounce."



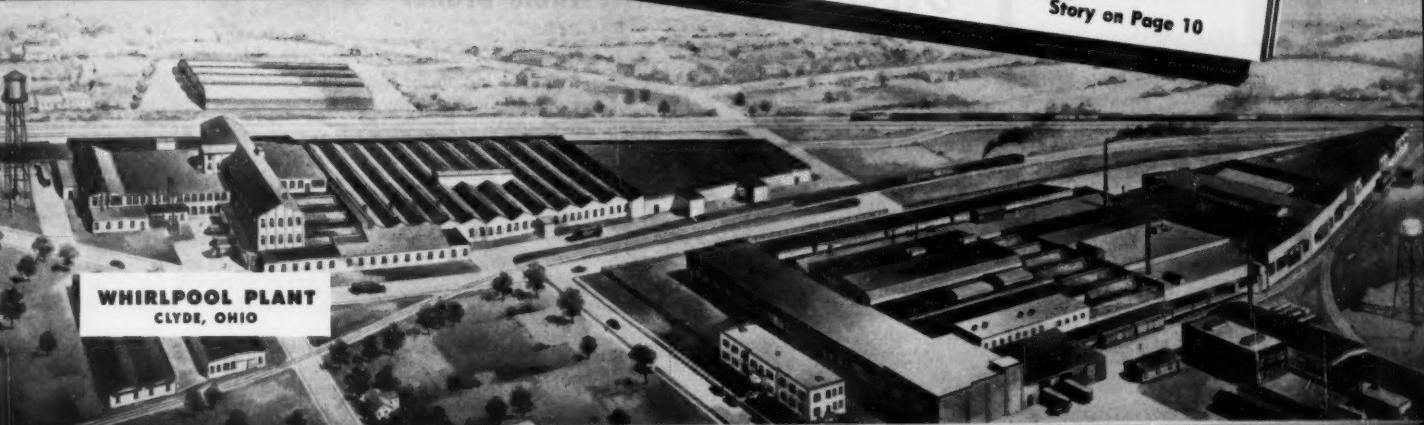
WHIRLPOOL PLANT
ST. JOSEPH, MICHIGAN

BACKGROUND for Great News

The consolidation of the appliance-producing facilities of Whirlpool plants at St. Joseph, Michigan, and Clyde, Ohio, provides the background for news we have long anticipated bringing to our dealers.

In a special mailing reproduced here is the announcement to our trade of expanding production and shipments, and of a strong factory advertising program for the coming months designed to help them capitalize on the tremendous consumer interest in Whirlpool Washers, Dryers, and Ironers.

Visit Us at Booth 546-D
SUMMER FURNITURE MARKET
American Furniture Mart
Chicago - June 16 - June 27



WHIRLPOOL PLANT
CLYDE, OHIO

EXTRA

Whirlpool Dealer

EXTRA

5 STAR SPECIAL NEWS

- ★ WHIRLPOOL DOUBLES OUTPUT Story on Page 2
- ★ IMMEDIATE DELIVERY ON WHIRLPOOL APPLIANCES
- ★ BIG PRICE REDUCTION ON WHIRLPOOL WASHERS, DRYERS Story on Page 4
- ★ WHIRLPOOL'S FREE HOME TRIAL OFFER REINSTATED Story on Page 6
- ★ WHIRLPOOL ANNOUNCES GREAT NEW PROMOTIONAL DRIVE Story on Page 8



Housewives marvel at the New *Hollywood*



- ★ Broils foods to sizzling, juicy perfection! Broiler tray with fold-away handle adjusts for 3 degrees of doneness.
- ★ Grilled foods are delicious and easily prepared the infra-red way.
- ★ Frying is a speedy process on the large, top warming plate.
- ★ Toast quickly assumes a golden crispness under infra-red ray heat.
- ★ Foods stay piping hot on the top plate while other food is cooking.

when you sell a Hollywood you sell the best!

FINDERS MFG. CO. • CHICAGO

Hollywood

INFRA-RED RAY

Combination Broiler-Grill

WITH THE LARGEST BROILING AREA OF ANY PORTABLE BROILER ON THE MARKET

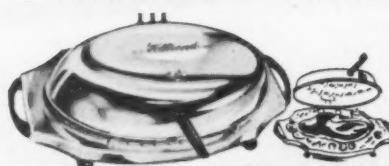
*CHROME
Inside
and
Out!*

It's as versatile as it is handsome! It's a 5 Star Hit! It broils . . . grills . . . toasts . . . fries . . . warms! Super-intense infra-red ray heat cooks fast, clean, cool. Food tastes extra good and is extra good for you because all the flavor and goodness is sealed right in by the penetrating heat rays. Gleaming chrome finish is lovely to look at, easy to clean.

A TREASURE TO OWN OR GIVE \$34⁹⁵ FED. TAX INC.
MODEL #420

SOLID CAST ALUMINUM TRAY
Exclusive with HOLLYWOOD!

Hollywood Electric Table Broiler



Delicious meals broiled right at the table and served piping hot on the handsome sizzle platter. Super-intense infra-red ray element.

MODEL #60 GLEAMING CHROME FINISH \$24⁹⁵ FED. TAX INC.

BROILER-
OVEN



BARBECUE-
BROILER



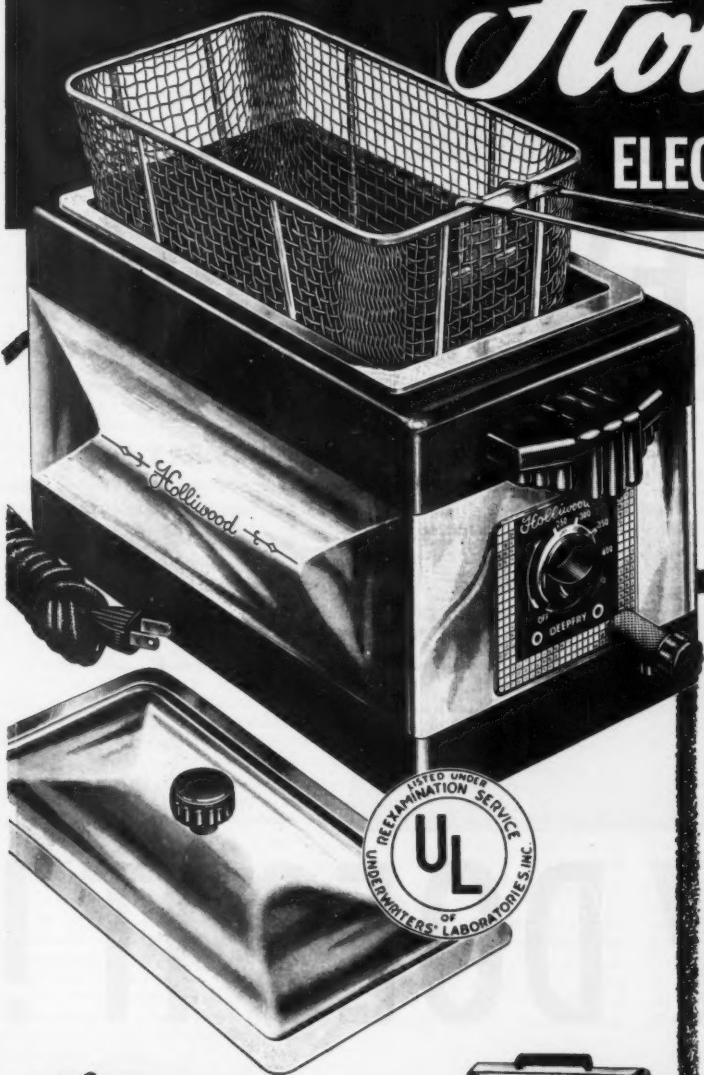
DEEPFRY



Sell the best-sellers

Hollywood

ELECTRICAL HOUSEWARES



Hollywood BARBECUE-BROILER ROTISSERIE

Fast, even Infra-Red Ray Heat barbecues, roasts, broils—quickly and evenly. Seals in juices for maximum flavor. Motor driven removable spit. Independent motor switch for broiling without rotary action. High or low heat. Adjustable broiler tray and rack.

MODEL #430 \$54⁹⁵ FED.
TAX INCL.



ELECTRIC
TABLE-BROILER



COMBINATION
BROILER-GRILL



Hollywood AUTOMATIC DEEPFRY®

Compare these EXCLUSIVE FEATURES

- EXTRA-LARGE FAMILY SIZE
... 49% greater capacity for full-size recipes!
- FASTER, MORE EVEN HEAT
... cuts food preparation time and work!
- NEW 5-YEAR GUARANTEE
... on the heating element—your assurance of lasting, dependable performance!
- NEW FREE-FLO DRAIN . . .
quick and simple draining, cleaning or clearing of fats!

MODEL #751 \$29⁹⁵ FED.
TAX INCL.

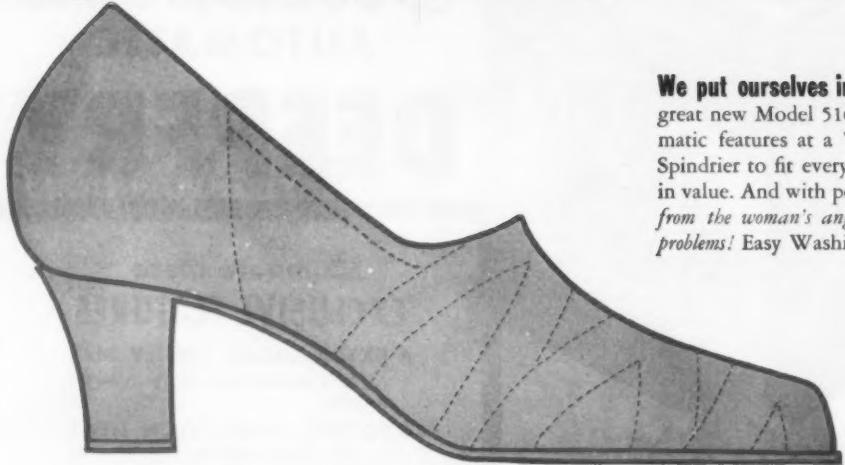
when you sell a Hollywood you sell the best!

See these
HOLLYWOOD Stars
at the
Atlantic City
HOUSEWARES SHOW
Booth No. 607-609
July 7th to 13th



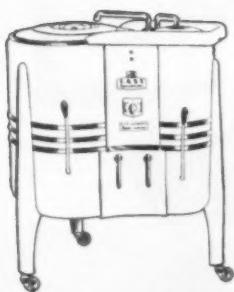
We put ourselves in the **DEALER'S** shoes when we designed the 1952 Easy Washer line. Two deluxe models and a feature-packed promotional model. A logical step-up from bottom to top. Powerful promotional help. And a *real profit* for you on every Easy!

BIG SHOES TO FILL

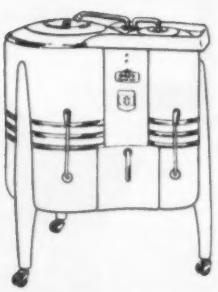


We put ourselves in the **CUSTOMER'S** shoes with the great new Model 516 Easy Spindrier that gives her automatic features at a "conventional" price. With an Easy Spindrier to fit every budget. With a wringer that's tops in value. And with powerful national advertising prepared from the woman's angle that shows how Easy solves *her* problems! Easy Washing Machine Corp., Syracuse 1, N.Y.

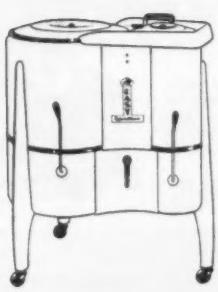
BUT EASY DOES IT!



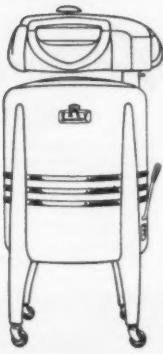
Newest, greatest Model 516 Spindrier with 3-minute Automatic Spin-rinse that changes washday from *hard* to Easy!



Brand-new Model 524 Spindrier has 2 Swing Faucets, Spiralator Action, Power Flush-Rinse!



Brand-new Model 522 Spindrier has deluxe features, is priced to sell fast in the most competitive market!



The best in Wringers! Model 101 is only wringer with famous Spiralator Washing Action!

TRADE REPORT



TED WEBER, JR.

News Editor

New Twist: Dealers in the Driver's Seat

The pinch is on again in the appliance industry.

But this time the shoe is on the other foot—and manufacturers (instead of dealers and distributors) are feeling the sharpest pains. To complete the turn-around, dealers and distributors are in many cases now "calling the shots" in the industry—with their sales and re-orders determining factory production rates.

Nowhere in the industry—with the exception of the Deep South—is the sales picture particularly bright. There are complaints about lagging sales from dealers and distributors as well as manufacturers. But at the retail and wholesale levels the lessons learned in the other post-war sales slump are being observed. Dealers are working off last year's swollen inventories—and are re-ordering in modest quantities with no thought of rebuilding any big stocks. Much the same applies at the distributor level. As a result, most manufacturers are able to keep pace with current orders from current production—even though most firms have cut back their production rates either as a result of slower sales or because of materials shortages. That leaves the big factory inventories untouched. It's in an effort to slash these manufacturer stocks that many firms scheduled their latest cutbacks.

The industry's oldest and biggest—in dollar volume, at least—appliance was the hardest hit in the new series of cutbacks. Manufacturer after manufacturer announced cuts in refrigerator production this spring as the seasonal upswing in sales had as yet failed to reach sizable proportions. What pickup there was at the retail level was filled from dealer and distributor stocks or from leftover stocks of 1951 models.

The 1951 inventory was a good-sized volume in itself. There were so many of last year's models flowing into some markets that some firms began to wonder if their competitors weren't still producing the old models. Until the 1951 inventory was liquidated there was little real sales action on the 1952 models.

Other products hit by cutbacks included ranges, freezers and washers, although some firms continued fairly heavy production of the latter two items. Brand by brand, here's how the cutbacks shaped up:

General Electric. Refrigerator and freezer output was suspended for three

- **Dealers and distributors have their troubles too, but it's at the manufacturing level that swollen inventories are most troublesome**
- **Dealers are working off over-stocks and now re-order only on basis of sales. The result: retail sales are setting production rates**

weeks in April and May. Between shutdowns the refrigerator and freezer lines were being operated at 50 percent of normal. Automatic washer production was suspended for a day in May and beginning May 19 was cut back 25 percent from normal. Disposal production was suspended for three weeks last month and the White Plains plant worked only a three-day week during the last two weeks of April. The company said no further cutbacks are definitely planned and denied published stories that the refrigerator and freezer lines would be closed down for four weeks during June, July and August (in addition to a two-weeks vacation closing in August). Company officials said that the possibility of improved sales due to the lifting of Regulation W prevented them from making definite production plans from June on.

Westinghouse. A company spokesman last month acknowledged that the firm had cut back production on refrigerators and ranges this spring but pointed out that the firm had simultaneously upped production of

roasters "and is gradually increasing output of TV receivers up to the limit of material availability. No further cutbacks are contemplated at this time."

Hotpoint. Production is now at approximately 55 percent of the peak period last year. Twenty-five percent of this cut was made in the last half of 1951 and the remaining 20 percent this year—both cuts being made in conformance with "defense restrictions imposed by government." Production at these reduced rates "appears to be meeting market demands with consumer sales slightly greater than present dealer and distributor purchases," a company spokesman said. "We expect to level off at these production rates," he said, pointing out that "further changes in production rates upward are not possible under present restrictions. A downward move is not likely" if business does not slow up.

Norge. H. L. Clary, vice-president in charge of sales for Norge division of Borg-Warner Corp. said that his firm's refrigerator and range produc-

tion were on reduced schedules "in line with industry trend with no further cutbacks anticipated." Automatic and standard washer production are at their "maximum allowable" rate, Clary added.

Kelvinator. A Kelvinator spokesman said that the firm's current (mid-May) refrigerator and range production were adhering to schedules set last September. Future plans call for range production to remain "steady" with a 10 percent refrigerator cutback planned later this summer. "Freezers are currently running below September rate with a further cutback possible," the company said.

Frigidaire. A company spokesman acknowledged that the firm had recently cut back production "of most products, resulting in layoff of approximately 2,000 of 18,500 employees. Situation is improving but not enough to warrant setting up production schedules."

Crosley. W. A. Blees, vice-president and general sales manager for Crosley, said that the firm had "reduced production on all products last January and has been holding production in line with current sales."

Deepfreeze. B. G. Sanderson, the company's general sales manager, reported that his firm's domestic refrigeration production was currently curtailed but said the company anticipated no cutback on freezers.

The Dealer View. Around the country views of dealers over the seriousness of the current sales pace varied. In the east retailers said things "weren't good but there's been some pick-up in the last two weeks." In Chicago dealers were reported to be over-stocked on refrigerator and television but said laundry stocks were normal. One midwestern observer was frankly pessimistic over the chances for any improvement in appliance sales for the present. He felt that the appearance of lower priced lines which would broaden the base of potential customers was the medicine that the industry needed. But the mood in the south was one of optimism. There dealers and distributors claimed sales to be at least on a par with last year and in some areas better. Southern inventories were in good shape almost everywhere and an actual shortage in ironers and dryers was reported. In the West dealers reported that sales in April and May had picked up.

FIRST QUARTER FACTORY SALES, 1947-1952

| Product | 1947 | 1948 | 1949 | 1950 | 1951 | 1952 |
|-----------------|------|-------|-------|-------|-------|------|
| Refrigerators | 636 | 943 | 1,128 | 1,423 | 1,503 | 851 |
| Ranges | 198 | 339 | 287 | 362 | 419 | 241 |
| Dryers | — | — | — | 66 | 113 | 131 |
| Washers | 805 | 1,137 | 628 | 1,042 | 1,031 | 718 |
| Ironers | 113 | 146 | 81 | 86 | 92 | 47 |
| Vacuum Cleaners | 847 | 971 | 780 | 874 | 860 | 756 |
| Freezers | — | 116 | 79 | 123 | 214 | 147 |

Figures in thousands

How ELECTRICAL MERCHANDISING Helps the

This is a factual account of how ELECTRICAL MERCHANDISING's sales ideas saturate ONE distributorship—the Kane Company of Cleveland, Ohio. Here are Kane Company planners in the act of building a campaign in which they expect to sell more than 1,000 wringer washers. ELECTRICAL MERCHANDISING helps them sell appliances and radio-TV sets the way it helps thousands of other distributor executives and dealers every month all over the country. This story demonstrates how Distributor Executives read and act when ELECTRICAL MERCHANDISING arrives.



1. The Kane Company serves 500 major appliance dealers in 88 counties throughout Ohio from offices in Cleveland, Columbus and Toledo. The company handles millions of dollars worth of electric housewares, major appliances and radio-TV sets yearly.



4. Lou talks over washer sales potential with some of his Sales Staff at a recent meeting. He bases his discussion on the January Statistical Issue. Carl Sonnett (right), Advertising and Sales Promotion Manager sits in to plan the details of a Spring wringer washer promotion.



5. Carl left the meeting prepared to work out the wringer washer promotion. Here he discusses the problem with Sales Coordinator Gene Kane. Gene suggested a review of ELECTRICAL MERCHANDISING for ideas which Carl could use in his finished wringer washer promotion.

THE PAYOFF

6. Explaining the washer promotion to a dealer, Kane salesman climaxes his description of the campaign by showing the dealer the ELECTRICAL MERCHANDISING reprint—proof that the promotion had proven itself in use. Convinced of the soundness of the plan, the dealer prepared to place his order.



Kane Company Sell Wringer Washers



2. ELECTRICAL MERCHANDISING gets priority when it arrives in the Kane Company mail room. Copies for top executives are placed on their desks immediately. One of the first copies goes to the Sales Manager, Lou Miller who directs the activities of 28 Kane Salesmen.



3. Lou reads every issue of ELECTRICAL MERCHANDISING for merchandising ideas. His February issue, which he is shown reading here, gave him a completely detailed distributor program in "What To Do In '52." Lou also refers to ELECTRICAL MERCHANDISING statistics regularly in sales meetings.



6. Carl found his basic wringer washer promotion idea in "They Want Wringer Washers" in his December ELECTRICAL MERCHANDISING. He rounded up other ideas which he could use in his final promotion, ordered reprints and took the completed package to Lou Miller for approval.



7. Having approved the campaign, Lou Miller went over its details with his sales force. Here he explains the promotion to one of his salesmen, then produces a reprint of the ELECTRICAL MERCHANDISING article to illustrate how a similar campaign had clicked in another area.

Distributor Executives find ELECTRICAL MERCHANDISING to be a constant source of sales ideas which are easily sold to dealers. Dust catchers become fast-moving money makers for dealers when they see how they can use proven promotions. Such sales making ideas fill every issue.

ELECTRICAL MERCHANDISING, written primarily for dealers, keeps Distributor Executives abreast of successful dealer promotions. Such promotional ideas are the distributor's stock in trade. Ideas which dealers buy mean more distributor sales. Intensive distributor readership of

advertisements is a natural by product. ELECTRICAL MERCHANDISING also offers advertisers a basic circulation of the greatest paid dealer audience.

Every month 36,000 ELECTRICAL MERCHANDISING readers get the kind of "how-to-sell" ideas they need to get their share of the local market. Use this great promotional force regularly. It can help you get your share of the national market. Sell your product to an audience sold on SELLING. Use ELECTRICAL MERCHANDISING, the Industry's Best Seller to sell YOUR PRODUCT best.

SERVING THE APPLIANCE-RADIO-TV INDUSTRY

A McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK 36, N. Y.

ELECTRICAL MERCHANDISING—JUNE, 1952

ABC **ELECTRICAL MERCHANDISING** ABD

PAGE 149

CHICAGO: Summer Markets



Go East, Go West—It's Market Time

MAN was not made to live seclued in his own store, never coming in contact with any new ideas. At least that's part of the thinking of the growing number of store operators and buyers who scurry to the summer markets in Chicago and Atlantic City, see ball games, rub noses with other experts and take home kudos, culture and some merchandise.

As a result, Chicago and Atlantic City will take over late this month and early next as the unchallenged

capitals of the home furnishings and housewares industry. As an added attraction, appliance dealers will find the National Appliance and Radio-TV Dealers Assn. holding its annual summer meeting in Chicago during the Market's second week.

Here's the way the shows and conventions shape up:

Chicago: Merchandise Mart. The summer markets get underway in Chicago's Merchandise and Furniture Marts on June 16, through the 26th.

The Merchandise Mart—the world's biggest building—is a regular city under one roof. It houses big broadcasting studios for radio and television in addition to accommodating the exhibits of a number of industries. Appliance, radio and television buyers will usually find what they're after on the eleventh and fourteenth floors.

The Mart's biggest appliance news this season is the fact that Hoover has become a tenant in the building. General Electric has a sumptuous new dis-

play, and Westinghouse, Crosley and Norge among others have big hunks of office space in this building.

For hungry Mart visitors facilities include the Merchants & Manufacturers Club, a Henrici restaurant, milk bars, doughnut shops and a wide variety of vending machines.

For those who drive there is parking space for about 1200 cars—but you'd better come early. There is a likelihood that free bus service running between the two markets and

ATLANTIC CITY: Housewares Show



Now Comes

the Electrical Anniversary



The 8th wedding anniversary calls for electrical gifts, and the June COMPANION features many of them! The "Anniversary Shopping Guide" shows a hot tray with radiant glass center, hand mixer, blender, ice-cream freezer, automatic deep fryer, electric casserole, broiler, etc.—all important reminders to shop at your store. Show 'em and you'll sell 'em. The COMPANION's big reader traffic means store traffic too!

ALREADY PRE-SOLD

Get a running start by featuring COMPANION-advertised goods. Pick out below the Electrical Products that you carry—then cash in on the COMPANION's No. 1 editorial boost!

Admiral Dual-Temp Refrigerator
Air-Way Sanitizer Vacuum Cleaner
Bendix Automatic Dryers, Washers & Ironers
Cadillac Vacuum Cleaners
Domestic Sewmachines
Filter Queen
Frigidaire
Frigidaire Electric Ranges
General Electric Steam & Dry Iron
General Electric Visualizer Iron
General Electric Washers & Ironers
General Mills Tru-Heat Iron
In-Sink-Erator Electric Food Waste Disposer
Lewyt Vacuum Cleaner
Odor-Master Electric Deodorizer
Osterizer Liquefier and Blender
Presto Automatic Fryer
Sunbeam Mixmaster
Sunbeam Toaster
Universal Coffeematic
Universal Stroke-Sav-r Iron
Westclox Electric Clocks
White Sewing Machines

*it's timely...
it's in...*

Woman's Home

COMPANION

The Crowell-Collier Publishing Company — Publishers of Collier's, The American Magazine, Woman's Home Companion

ELECTRICAL MERCHANDISING—JUNE, 1952

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Partial List of Markets and

MERCHANDISE MART

| | |
|---|--------|
| A. B. Stoves Div., Detroit Michigan Stove Co. | 1128 |
| Aladdin Industries, Inc., Vacuum Div. | 1107 |
| Aluminum Goods Mfg. Co. | 1129 |
| Aluminum Specialty Co. | 1170 |
| Amana Refrigeration, Inc. | 1127 |
| American Central Div., Avco Mfg. Corp. | 1476 |
| American Gas Machine Co. | 11-108 |
| Apex Rotarex Corp. | 1472 |
| Associated Plastic Cos., Inc. | 1195 |
| Avco Mfg. Corp., Crosley Div. | 1132 |
| Bersted Mfg. Co., Div. of McGraw Electric Co. | 1467 |
| Birmingham Stove & Range Co. | 11-115 |
| Camfield Mfg. Co. | 1102 |
| Capehart-Farnsworth Corp. | 1118 |
| Carrier Corp. | 1186 |
| Casco Products Corp. | 1175 |
| Chimes & Signals, Inc. | 1451 |
| Coolerator Co. | 11-107 |
| Cordley & Hayes | 1436A |
| Crosley Div., Avco Mfg. Corp. | 1132 |
| Dazey Corp. | 14-104 |
| Deepfreeze Appliance Div., Motor Products Corp. | 1467 |
| Detroit Michigan Stove Co. | 1128 |
| Dexter Co. | 14-103 |
| Dominion Electric Mfg. Corp. | 1422 |
| Dorby Company | 1106-A |
| Dormeyer Corp. | 1487 |
| Dortch Stove Works Inc. | 1111 |
| Easy Washing Machine Corp. | 1464 |
| Economics Laboratory, Inc. | 1177 |
| Edgewater Steel Co. | 1142 |
| Eldredge Sewing Machine Co. | 1468 |
| Everedy Co. | 11-112 |
| Everhot Products Div., Tropic Aire, Inc. | 1455 |
| Farber, S. W. Inc. | 1419-A |
| Fasco Industries, Inc. | 1422 |
| Florence Stove Co. | 1458-9 |
| Free Sewing Machine Co. | 1460 |
| Free Westinghouse Sewing Machine Co. | 1460 |

(ELECTRICAL MERCHANDISING has prepared these partial listings from information provided by the managements of the Furniture and Merchandise Mart, Chicago, National Retail Merchants Assn., and has made every effort to include all names of interest to the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.)

the Loop will be running again this summer. The Mart itself houses a transportation center which will get you tickets to Sauk Center or Timbuc- too, as you desire.

Chicago: Furniture Mart. Bang up against Lake Michigan, about a mile from the Loop, is the Furniture Mart—reached by a "57" bus, a Navy Pier street car (catch it on Wabash Ave.) or one of the special busses that run to the Markets from all the Loop hotels. Parking space for between 500 and 600 cars has been opened a few blocks from the Mart and a pickup service to take your car over there and

| | |
|---|---------|
| General Electric Co. Air Cond. Div. | 1144 |
| Electronics & Tube Div. | 1123 |
| Major Appliances | 1117 |
| Small Appliances | 11-102 |
| Tube Div. | 1192 |
| General Mills, Inc. Home Appliance Dept. | 1453-A |
| Geuder Paeschke & Frey | 1492 |
| Hobart Mfg. Co., KitchenAid Div. | 1492 |
| Hoover Co. | 1417 |
| Hotpoint, Inc. | 1456-57 |
| Hunt Heater Corp. | 1136 |
| International Appliance Corp. | 11-116 |
| Johnson, S. C. & Sons, Inc. | 1158 |
| Kewaskum Utensil Co. | 11-111 |
| Kisco Mfg. Co. | 1492 |
| Knapp-Monarch Co. | 1483 |
| Knot Stove Works Inc. | 1134 |
| Landers, Frary & Clark | 1479 |
| La Salle Lighting Products, Inc., Heater Div. | 1492 |
| Magic Chef, Inc. | 1166 |
| Magnavox Co. | 1115 |
| Manitowoc Equipment Co. | 1422 |
| Manning Bowman Div., McGraw Electric Co. | 1455 |
| Marlin Mfg. Co. | 14-104 |
| Martin Co. | 14-104 |
| Master Appliance Mfg. Co. | 11-114 |
| McGraw Electric Co. | 1455 |
| Everhot Products Div. | 1455 |
| Manning Bowman Div. | 1455 |
| Toastermaster Prod. Div. | 1455 |
| McMahon, R. S. Co. | 1188 |
| Metal Ware Corp. | 1411-A |
| Modern Sewing Machine Co. | 1/40 |
| Motor Products Corp., Deepfreeze Appliance Div. | 1/69 |
| Mullins Mfg. Corp. | 1119 |
| Murphy Radio Ltd. | 1174 |
| Murray Corp. of America | 1124 |
| Mutschler Brothers Co. | 1125 |
| Mirro Aluminum Co. | 1129 |
| National Sewing Machine Co. | 1468 |
| Naxon Utilities Corp., Appliance Div. | 1402 |
| Nelson Machine & Mfg. Co. | 1482 |
| New Home Sewing Machine Co. | 1460 |
| Norge Div., Borg-Warner Corp. | 234 |
| Northern Electric Co. | 11-114 |
| Nutone, Inc. | 1451 |
| Nye, Walter & Co. | 1492 |

return it to the Mart will be offered. Traditionally, the fifth and seventeenth floors are devoted to major appliances. But the 140,000 square feet of space will no longer take care of all those present, so RCA-Victor, Philco, Tennessee Stove, Arvin and others are to be found on other floors. Zenith is returning to the market as an exhibitor. For the hungry visitor, a club on the seventeenth floor provides a good place to eat if you remember to get a card of admission from your supplier. There are cafeterias, soda fountains and food trucks trundling about. **Chicago: Hotel Trouble.** In the

| | |
|---|--------|
| Peerless Mfg. Corp. | 1485 |
| Perfection Stove Co. | 1475 |
| Proctor Electric Co. | 1473 |
| Radaire Gas Heating Appliances | 1136 |
| Rauland Corp. | 14-107 |
| Revere Clock Co. | 1422 |
| Revere Copper & Brass Inc., Rome Mfg. Co., Div. | 1453 |
| Rival Mfg. Co. | 1492 |
| Robinson Heaters, Inc. | 1136 |
| Rutener Electric Co. | 14-107 |
| S. K. Co. | 1422 |
| Sanson United Corp. | 14-104 |
| Schwitzer-Cummins Co. | 1422 |
| Scovill Mfg. Co. | 1 97-A |
| Seal-Sac, Inc. | 14-119 |
| Sessions Clock Co. | 1409 |
| Silex Co., The | 14-109 |
| Son-Chief Electrics, Inc. | 1466 |
| Sparks-Withington Co. | 1175 |
| Speri-Faraday, Inc. | 1422 |
| Steinmetz & Kelly | 1472 |
| Superior Electric Products Corp. | 11-116 |
| Swartzbaugh, Ted & Assoc. | 1498 |
| Swing-A-Way Mfg. Co. | 1498 |
| Telechron, Inc., Div. General Electric Co. | 14-101 |
| Telequip Radio Co. | 1174 |
| Temco Inc. | 1110 |
| Toastmaster Products Div., McGraw Electric Co. | 1455 |
| Tracy Mfg. Co., Div. Edgewater Steel Co. | 1142-3 |
| Triculator Co., Inc. | 1498 |
| Vermillion, W. R. Co. | 1482 |
| Vischer Products | 14-104 |
| Wagner, E. R. Mfg. Co. | 1422 |
| Welco, Inc. | 1433A |
| Welmoid Products Inc. | 14-111 |
| Westinghouse Electric Corp. | 262 |
| Youngstown Kitchens by Mullins | 1119 |

FURNITURE MART

| | |
|----------------------------------|--------|
| Acme National Refrigeration Inc. | 17/90 |
| Admiral Corp. | 526-28 |
| Agricola Furnace Co. | 548 |
| Altorter Bros. Co. | 541-42 |

offing is hotel trouble, as two other conventions in Chicago have gobbled up 800 rooms during Market Week. At least 10,000 rooms are needed for visitors to the summer shows, and while this seems small when you consider the fact that Chicago has 135,000 hotel rooms, it is advisable, nevertheless, for the visitor to come during the market's second week if possible. Summer attendance at the Furniture Mart last year ran around 18,000 and it may mount to 22,000 this time.

Chicago: What's New. Of interest this year will be the rounding out of lines for many firms. The big fellows

know how to sell and it is obvious that pressure is going to be on lines, rather than units. Interesting to buyers is the contention of Frank S. Whiting of the Furniture Mart that the style factor appears to be right around the corner with the appliance business. Furniture, long a saturated item, has used style regularly to promote obsolescence. Now, observes Whiting, a change is taking place and color is raising its head among the kitchen exhibits. And if the historical pattern holds, color will become a big factor as business becomes competitive.

Recent price cuts by General Elec-

Housewares Show Exhibitors*

| | | | | | |
|--|-----------------|---|-----------------|---|--------------------|
| Inca Metal Products Corp. | 17/124-25 | Tappan Stove Co. | 518 | Chicago Electric Mfg. Co. | 444-46-48-50 |
| Inland Steel Container Co. | 17/51-52 | Thor Corp. | 5088 | Clark Co., J. R. | 612-14-16 |
| International Oil Burner Co. | 512A | Tennessee Stove Works. | 825 | Clements Mfg. Co. | 268 |
| Ironrite, Inc. | 511B | United States Stove Co. | 17/57 | Club Aluminum Products Co. | 315-17-19-21 |
| Ice Cooling Appliance Co. | 810 | Universal Major Appliance Co. | 512B | Continental Scale Corp. | 332-34 |
| Jackson Industries | 17/118-19 | Victor Products Corp. | 17/0 | Corning Glass Works. | 526-28-30 |
| James Sales Corp. | 17/R | Voss Bros. Mfg. Co. | 17/78 | Crown Broiler Co. | 1352 |
| Kelvinator Div., Nash-Kelvinator Corp. | 513-15A | Warmack Stove Co. | 17/40 | Davis Manufacturing Co. | 648-50 |
| King Refrigerator Corp. | 17/33-34 | Waring Products Corp. | 2953 | Dazey Corporation | 513-15 |
| Leonard Div., Nash-Kelvinator Corp. | 513-15A | Welbilt Stove Co. | 520 | Defecto Scales, Inc. | 102-201-02 |
| Leeson Steel Products Inc. Presteline Div. | 447-48 | Westinghouse Electric Corp. | 501-03 & 543B | Dominion Electric Corp. | 459-71-73 |
| Lewty Corp. | 17/K | Whirlpool Corp. | 546D | Dorby Company | 763 |
| Lindemann, A. J. & Hoverson Co. | 17/P-42-43 | Winsted Hardware & Mfg. Co. | 2953 | Dormeyer Corporation | 549-51-53-55 |
| Lonergan Mfg. Co. | 514B | Woman's Friend Washer Div. Central Rubber & Steel Corp. | 17/53 | Dulane, Inc. | 1331-33-35-37 |
| Martin Stamping & Stove Co. | 546B | Zenith Machine Co. | 546C | Du Pont de Nemours & Co., Inc., E. I. | 906-08 |
| Marvel Metal Products. | 17/88-9 | Zenith Radio Corp. | 537-388 | Eastern Metal Products Co. | 1031 |
| Motorola Inc. | 505-07 | | | Ekco Products Co. | 301-02-03 |
| Norge Div., Borg-Warner Corp. | 521-22 | | | Enterprise Aluminum Co. | 206-08-10 |
| Oakland Foundry Co. | 546C | | | Everedy Co. | 666-68 |
| Odin Stove Mfg. Co. | 1438 | | | Everhot Products, Tropic-Aire, Inc. McGraw Electric Co. | 523-25-27-29-31 |
| One Minute Washer Co. | 512A | | | Farber, Inc., S. W. | 407-09-11 |
| Palley Mfg. Co. | 17/84-85 | | | Federal Tool Corporation | 615-17-19 |
| Philco Corp. | 128 | Aladdin Industries, Inc. | 1128-30-32 | Finders Manufacturing Co. | 607-09 |
| Phillips & Buttorff Mfg. Co. | 630-31 | Aluminum Cooking Utensil Co. | 418-20-22 | Fresh'n'Aire, Div. of Cory Corp. | 514-16-18-20-22-24 |
| Premier Stove Co. | 513B | Aluminum Goods Mfg. Co. | 445-47-49-51 | General Electric Co., Small Appliance Div. | 460-62 |
| Prentiss-Wabers Products Co. | 549-A | Appliance Corp. of America | 634 | General Floorcraft, Inc. | 1124-26 |
| Presteline Div., Leeson Steel Products Co. | 447-48 | Aristocrat Clock Co. | 511 | General Slicing Machine Co., Inc. | 1017-19 |
| Quaker Mfg. Co. | 516B | Arvin Industries, Inc. | 582-83-84-681 | Geuder, Paeschke & Frey Co. | 270-72 |
| Queen Stove Works Inc. | 17/75-77 | Atlanta Stove Works, Inc. | 1349 | Gits Molding Corporation | 834-36 |
| RCA Victor | 232-36-539A-40A | Babcock & Preuss | 625-27 | Haddon Products, Inc. | 940 |
| Roper, George D. Corp. | 529 | Bersted Mfg. Co., Div., McGraw Electric Co. | 406-08 | Hamilton Manufacturing Corp. | 179-80-82-281 |
| Royal Vacuum Cleaner Co. | 17/102-103 | Birmingham Stove & Range Co. | 1209 | Herculean Appliance Corp. | 1032-34 |
| Samuel Stamping & Enameling Co. | 548 | Bissell Carpet Sweeper Co. | 503-601 | Hoover Co. | 282-83 |
| Sanitary Refrigerator Co. | 539-B | Block & Co. | 672-74-76 | Inland Steel Products Co. | 649-51-53 |
| Siegle Enamel Range Co. | 17/44 | Block, J. & I. | 273-75-77 | International Appliance Corp. | 358 |
| A. O. Smith Corp. | 536B | Born Erickson Corp. | 645-47 | Kalamazoo Vegetable Parchment Co. | 536 |
| Sparton Radio-Television Div., Sparks-Withington Co. | 509B | Brearley Co. | 316-18 | Kamkop, Inc. | 552 |
| Speed Queen Corp. | 530 | Brewer-Titchener Corp. | 621 | Kidde Mfg. Co., Inc. | 139 |
| Stiglitz Furnace & Foundry Co. | 17/61-62 | Broil-Quik Co. | 1348-50 | KitchenAid Div., Hobart Mfg. Co. | 575-77 |
| Summers & Selbers | 17/R | Buckeye Aluminum Co. | 352 | Knapp-Monarch Co. | 424-26-28-30 |
| Sunray Stove Co. | 17/65-66-67 | Burgess Vibrocrafters, Inc. | 1206 | Kromex | 565-67-69 |
| Sutton Corp., O. A., The Vornadofan Div. | 17/M | Burpee Can Sealer Co. | 625-27 | Landers, Frary & Clark | 333-35-37-39-41 |
| Schaefer Mfg. Co. | 17/N | Camfield Mfg. Co. | 284-381 | Lee Industries, Inc. | 1314 |
| | | Capitol Products Co., Inc. | 1125 | Lisk Savory Corp. | 538-40 |
| | | Casco Products Corporation | 568-70-72-74-76 | Lostro, Inc. | 1210 |
| | | Ceramic Clock Co. | 1424 | Zim Mfg. Co. | 249 |

tric and Whirlpool indicate that there may be interesting news along this line from other exhibitors. Certainly there will be stripped models shown, designed to coax the elusive dollar from the customer. And it's a cinch that the television people are going to have ultra high frequency models on display now that the freeze is over.

One of the big advantages of visiting the market was summed up by Oscar Lundy of the Market Daily: "Coming into the market is a cheap education for a dealer. If he carries one line he can visit his competition and find out exactly what they are go-

ing to say and do, and get a better understanding than he can obtain from a baleful of literature or village gossip."

NARDA Meeting. Paul Galvin, president of Motorola, will be one of the featured speakers at the NARDA meeting in the Sherman Hotel, June 22-24.

A new feature on the program will be a "gallery" of successful ads. It will include ads submitted by dealers competing for honors in NARDA's first retail advertising competition. Entries in the contest must be received by June 18.

Speakers on the program include Harry Price of Norfolk, Va., who will head a sales projection panel and Mort Farr, NARDA president, who will talk on service. Other speakers include Ed Hegarty of Westinghouse, S. E. Wolkenheim of A. O. Smith, Hal Bidle of Ironrite, and C. R. McLean and P. H. Leslie of G-E.

Atlantic City. An estimated 7,000 to 8,000 buyers from the United States, Canada and abroad are expected to be on hand for the seventeenth exhibit of the National Housewares Mfrs. Assn. which will get underway in Atlantic City on July 7.

Once again, every square foot of exhibit space on both levels of the mammoth hall have been occupied by displays of 520 exhibitors.

A Housewares Show special will once again be operated to provide through service from Chicago to Atlantic City. It leaves Chicago at 3:15 p.m. (daylight time) on Saturday and will begin the round-trip home on the following Friday at 5:30 p.m.

Once again hotel rooms in Atlantic City are at a premium and by late spring many of the top Boardwalk hosteries were accepting no further reservations.

Federal Reserve Suspends Credit Controls

But the real effect of the suspension is not clear; the trade expects a sharp revival in sales but FRB takes opposite view

Some time this month you should be able to tell with some certainty who's right about Regulation W.

Right now, most appliance-radio-TV men feel that the lifting of the credit curbs will be a shot in the arm to their businesses—though how powerful a "shot" is uncertain.

But the Federal Reserve Board in lifting the rules was betting on just the opposite happening. In effect, the FRB's unanimous decision to end controls was a solid vote against the prospect of a marked pick-up in business for at least three months. The Board is sure that dealers who have been blaming their troubles on Regulation W will find that their woes remain, even with credit controls ended.

The immediate reaction to the May 7 controls revocation was easy enough to determine—almost everyone in the trade was tickled to death to see controls go. But the consumer's reaction (even two weeks after the lifting of the regulations) was harder to determine. And until that reaction had been determined, no one would be able to tell whether or not the passing of credit curbs were going to be the blessing that the trade expected.

Reactions. The lifting of the government's credit rules inspired an almost immediate response from some sections of the trade. In almost every city those dealers who traditionally handle a large volume of credit on easy terms began advertising no money down and 36 months to pay on major appliances. Some department stores offered extended credit to appliance and television buyers.

But in the majority of cases, restrictions of another sort took the place of the recently departed government regulation. Since most dealers handle their paper through banks or large credit agencies, the terms set by these groups tended to furnish a new set of minimum down payments and maturity dates. There was some easing of terms from Regulation W standards, but in many cases there was no wholesale departure from minimum terms. Down payments eased down from 10 percent and maturities were increased from 18 to 24 or 36 months.

Manufacturers who issued statements were generally optimistic over the effect of the end of credit curbs. More or less typical was Ross D. Siragusa, president and chairman of Admiral Corp., who said that the Board's action "should act as a powerful medicine to improve the general health of the appliance business."

Most dealers were glad that the controls had been lifted but the majority refrained from predicting any immediate sales boom as a result. Many felt that the government's most recent terms actually had been fairly close

to a "sensible, working" minimum. Even the complete easing of terms by some of the larger stores apparently brought no startling results. On the day after the Board's action the Detroit retail merchant's credit bureau reported that credit inquiries were normal.

Why the FRB Acted. The Board hopes its willingness to decontrol will reassure Congress, and the business groups that have been attacking Regulation W. The Board wants Congress to grant permission to reimpose credit controls as part of the Defense Production Act now being debated. To that extent, it played politics in the timing of its order. But the important element was the basic business situation as the Board's experts see it.

Here are the reasons the FRB decided that Regulation W had become useless as an anti-inflation device:

- 1) The bigger part of the turn-down in sales has been in cash sales, not credit transactions. So lifting credit curbs would not have any effect on the reluctance of consumers to plunk down their money.
- 2) Down payment rules have been evaded through trade-in allowances anyway, so ending them won't mean much.
- 3) Many dealers, department and furniture stores, banks and credit firms will retain their own down payment and maturity rules.

Lots of Irons in the Fire

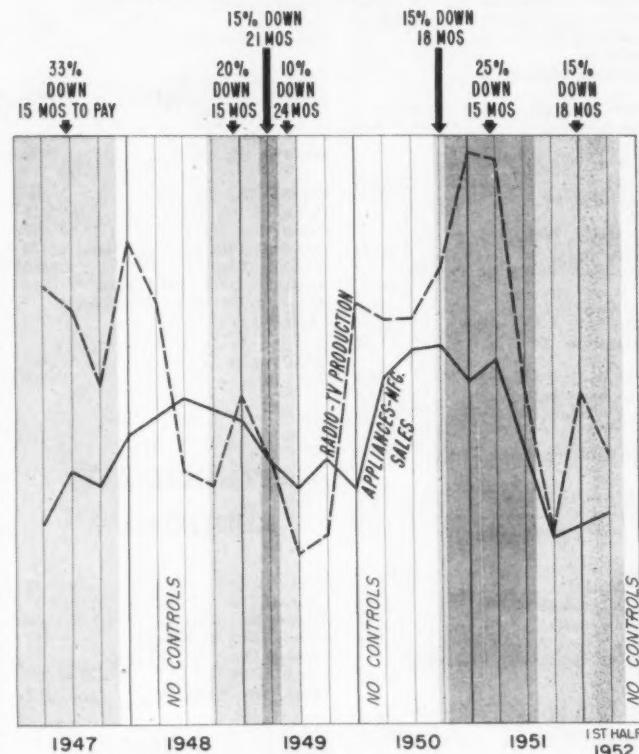
Congress will turn out little but controls and appropriations bills before going home—but other agencies are working on measures affecting dealers

When Congress adjourns its present session and goes home to mend political fences, little major legislation outside of appropriations and controls will have been voted.

But in the legislative process—and elsewhere in Washington—are a number of measures which have an even more direct bearing on appliance dealers than do controls and budgets. Some of this "pending business" is currently being studied and acted upon by the lawmakers. Other items are due for a pigeon-hole until after the elections, at least. But here's the way controls, color television, fair trade practices for the radio-television industry and Fair Trade stand as Congress races towards its adjournment.

Materials Controls. These regulations are easing off because of the downturn in military chew-up of metals. You can see that in the removal of controls on lead, zinc, bis-

Regulation W: On Again, Off Again



year. But it will keep allotting metal for military and atomic energy needs.

Appropriations, as they are being voted in Congress now, will be cut by Congress around five or six billion below President Truman's January budget.

Fair Trade. The most important single bill in Congress affecting the appliance industry is, of course, the McGuire Fair Trade proposal. Although the measure received a very favorable vote in the House (with many members absent), don't expect the Senate to move so quickly or so conclusively.

The Senate Interstate Commerce Committee has jurisdiction over the bill. A lot of its members oppose restoring the non-signer clause that the Supreme Court knocked out last year. And even after Senate passage, the bill would probably have to hurdle a Presidential veto.

New Television. A fairly quick increase in television receiver sales in 25 areas can be expected as the result of the shifts in channels ordered by the FCC as a part of its recent allocation report. Existing stations in these areas will be required to change their channel numbers but will be allowed an increase in transmitting power at the same time. The power increases will

Philco will BLANKET AMERICA

**with the Country's Biggest Coverage
of the Political Conventions**

REPORTING FOR PHILCO

will be the Greatest Staff of Commentators
and Analysts Ever Assembled for
a Single Public Event



The nation's spotlight will be on Philco's coverage of the conventions over the NBC TV-radio networks. It's a great public service in which all Philco dealers will have a share.

**Plan Now to CASH IN to the
Limit on this History Making
Sales Opportunity**

IT'S the biggest news in the history of broadcasting and it's the BIGGEST sales opportunity in the history of the appliance business. During the political conventions, ALL Philco products—TV, radio, appliances and accessories—will be paraded before the largest combined TV and radio audience ever assembled. Coast-to-coast, ALL Philco dealers will be in the MAIN TENT for sales and profits. Make your plans now to *tie in* and *cash in* . . . yes, now and all year 'round to concentrate on Philco, the *one* name and the *one* franchise that offers you your safest investment and best opportunity for volume and profits.

PHILCO

**The Most Powerful...the Most Profitable
Franchise in the Appliance Field**

VEE-D-X

proudly presents

Q-TEE

ALL-CHANNEL

Revolutionary All-Channel Antenna

FEATURES PATENTED* BUILT-IN

Electronic Channel Separators

Look for these patented bright red Electronic Channel Separators that incorporate a printed circuit for the first time in any antenna.

*Lic. A. A. K.
Pats. 2,422,
458, 2,282;
292, others
pending

Here it is — the antenna that is taking the TV industry by storm! Product of Vee-D-X research and engineering, the Q-TEE, with its clean silhouette, is destined to change the antenna skyline of all multi-channel areas. The Q-TEE provides amazing all-channel power. It is easy to install and light in weight . . . and it's low in cost! Available in three series for every reception need —

Q-TEE SINGLE BAY — for primary areas

Q-TEE DOUBLE — a two-bay array for near-fringe areas

Q-TEE QUAD — a four-bay stacked array for fringe areas.

Get This NEW FREE CATALOG

Just off the press — the new VEE-D-X catalog is a complete guide to the world's most powerful antenna systems and accessories. When you install VEE-D-X you give your customers the finest!

THE LoPOINTE-PLASCOMOLD CORPORATION
Windsor Locks, Connecticut

Gentlemen:

Send complete Q-Tee literature
 Send copy of new Vee-D-X catalog

Company Name _____
Street _____
City _____ Zone _____ State _____
Your Name _____
Name of your jobber _____

vary according to channels involved and should result in an extension of TV markets by an estimated 10 miles. Here are the cities involved in these shifts: Chicago, Pittsburgh, Cleveland, Milwaukee, Cincinnati, Providence, Atlanta, Norfolk, Louisville, Birmingham, Schenectady, Columbus, Rochester, Memphis, Dayton, Syracuse, Grand Rapids, Wilmington, New Haven, Johnstown, Davenport, Lancaster, Huntington, Bloomington and Ames.

Hearings for new station permits are slated to get underway after July 1 — if possible legal action against the allocation report does not materialize.

Color TV. The interest in color TV reflects the whole swing of emphasis in Washington toward decontrol. Actually, the ban on production of color sets was the only such outright ban on the books, and the new DPA-NPA boss, Henry Fowler, is anxious to get it removed if he possibly can.

There is little interest among manufacturers—with the exception of Paramount Pictures, which wants to get into production on the Lawrence color tube.

Government agencies led mainly by the military are for keeping the ban. As an answer to the military, Fowler came up with a set of standards which color makers would have to meet. If companies could meet these four conditions, the ban on set production would be lifted: (1) the maker must be able to get the materials; (2) there must be no interference with defense production; (3) there must be no diversion of technicians from defense production; and (4) the firm must be available for defense contracts but have been unable to get any.

This decontrol procedure is counted on to prevent any sudden rush. In fact, officials privately agree that a real rush—if it should happen—would almost certainly bring back the absolute freeze again. By processing applications company by company, however, officials believe enough time will be consumed to thin out the impact of their action.

Trade Practices. An industry committee has submitted to the Federal Trade Commission a revised set of trade practice rules for the radio and television industries. The Commission will distribute the proposed draft to 12,000 interested manufacturers.

Deepfreeze Statement

To the Editor:

The article appearing in ELECTRICAL MERCHANDISING, May 1952 issue, based on material furnished by Mr. R. F. Harnish, our District Manager in Los Angeles, in no way constitutes an endorsement of food plans by the Deepfreeze Appliance Division of Motor Products Corporation.

B. G. SANDERSON
General Sales Manager
Deepfreeze Appliance Division
Motor Products Corporation
North Chicago, Ill.

distributors and dealers after which a third trade practice conference will be held to settle points of difference. The last step before the rules become final is a public hearing—probably early in the fall.

Inflation. Fear of inflation has finally died in Washington. Top government economic analysts admit their fears of the past year are over. The underlying reason is the weakness of metals prices. And there's no danger of deflation, either. These analysts don't see a recession in the picture, though a weakness in commodity prices has often signalled one.

Canada Curbs Off

Consumer credit restrictions, in force in Canada since November 1950, were lifted on May 6 by Canadian Finance Minister Douglas Abbott. Restrictions, originally placed into effect as an anti-inflationary measure, were lifted when for the third straight month in 1952 the Dominion's cost of living index dropped.

Electrical appliance merchants, automobile dealers, stores selling furniture, home furnishings and jewelry, immediately placed their own budget terms on merchandise. The lead was set by larger department stores with prewar budget terms of 10 per cent down and 24 months to pay on larger items. Most electrical appliance merchants followed suit, and expected a bigger sale of television sets, radio-phonographs and appliances.

When Do Washers Sell Best?

Saturday? Monday? Tuesday?

November? March? August?

Unless you've kept pretty careful records, you'll probably guess wrong. But one dealer who wanted to know did keep records over a period of years, then developed the information into charts and graphs which unveil some startling variations from generally accepted trade dogma and which have proved invaluable in planning advertising and sales promotions and in scheduling work loads and personnel assignments.

We're sure that *When Do Washers Sell Best?* is full of information that will help you—that's why it's in the July

ELECTRICAL MERCHANDISING

JUNE, 1952—ELECTRICAL MERCHANDISING

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Leo T. Webber, of Apex Electric Company, Waterloo, Ia., not only upped his bulb sales with Westinghouse Promotion, but increased sales of other Westinghouse products, too.



"WESTINGHOUSE LIGHT BULB PROMOTIONS INCREASED OUR SALES BY 200% IN 30 DAYS!"

Dealer Webber knows a good thing when he sees it! And in the light bulb business it's Westinghouse promotion. Writes Mr. Webber: "We noted more lamp traffic, more interest of customers who ask for bulbs by brand. Westinghouse promotions create interest above general activity—one promotion alone increased lamp sales over 200% in one month."

You, too, can increase your lamp volume. The Westinghouse brand is

backed by promotion that actually causes *more customers* to buy *more bulbs*. Hundreds of dealers have written us proof, with sales gains from 25% up to 790%! Sounds phenomenal, doesn't it, but it's true!

If you'd like to get in on these extra-profit promotions plus the biggest advertising effort in Westinghouse history, specify Westinghouse the next time you order bulbs. You'll be glad you did! Lamp Division,

Westinghouse Electric Corporation,
Bloomfield, New Jersey.

TUNE IN ON HISTORY!

Only Westinghouse brings you complete coverage of four-month political campaign over CBS television and radio.

YOU CAN BE SURE...IF IT'S

Westinghouse

When Television Comes

Handle video as an addition to your present lines and don't neglect your less glamorous appliance trade, Bernsohn tells Denver audience

The dealers who are hungriest for new television stations got some words of advice this spring from a man speaking for dealers who already handle TV and know what a problem it can be.

NARDA managing director A. W. Bernsohn's advice to the Rocky Mountain Electrical League meeting in Denver in late April stressed "caution" and "balance" in adding television to an appliance business. "Hold your appliance lines and make television 'in addition' rather than 'instead' business," Bernsohn told the group.

"Nothing in the experience of our industry can compare with television's ability to inspire salespeople in new TV territories, accelerate turnover and increase total gross profits. It has every element necessary for glamorous merchandising, and it will be, for many of you, a chance to attain growth you have never before experienced or even imagined."

"Yet," continued Bernsohn, "there are literally thousands of dealers in older television areas whose experience will confirm the advisability of sticking to business that is now your livelihood and expanding into television. Hold a careful balance of television and appliance inventory by projecting your white goods and traffic appliance sales reasonably far ahead."

No Stepchild. He cautioned against trying to handle either television or appliances on a "stepchild basis". "There is inevitably going to be conflict between the easy sales of television at the start with its conceivable four turnovers a month, and the less glamorous, larger mark-up appliances. There will be conflict for capital, for manpower, for store space, for advertising emphasis, and for your enthusiasm."

Bernsohn pointed out that television is a much faster moving market than appliances, with frequent and more radical model changes, more manufacturers competing for the dealer's business, much greater speed in selling and other characteristics heretofore unknown to most dealers. "For example, banks will show you literally thousands of contracts, only a handful of which are delinquent."

Not Halfway Business. "Television is not a business you can be half in and half out of. Try for volume, through rapid turnover and good customer service. Don't skimp on installations or demonstration facilities, on test equipment or parts. Get adequate capital behind this newcomer to your business, but, if at all possible, not at the expense of your appliance activities. Be prepared to capitalize on it when it mushrooms suddenly; and be prepared for a sudden saturation and a later drop-off."

Tinkerers Take Warning



ADMIRAL TOOK THIS PICTURE as a means of convincing set-owners that a television set is a complicated gadget. A 20-inch set contains over 1600 items, say the Admiral engineers. Over 2000 soldered connections are required during assembly. Admiral has an obvious bit of advice for TV owners: leave the set alone.

Observe Production Mark



THE THIRTEEN MILLIONTH receiver to come off Emerson production lines was presented to president Benjamin Abrams, left, recently by Edward J. Kelly, vice-president in charge of production. The unit was a model 700 TV set, the unit with which Emerson hopes to establish a reputation as the "Ford" of the television industry. Thirteen million total includes radios as well as TV.

2.5 Million Aerials

Late in April Radion Corp. turned out its two and one half million indoor TV aerial and gave it away to a man who already had one—the recipient being Will Burge of the Radio TV Supply Co. in Chicago. Burge rated the gift since he had purchased the first aerial manufactured by the firm.

The pattern of use for indoor aerials has now settled down. According to Dan O'Connell, Radion sales manager, they are used with two out of every six sets sold. Fully a fourth of set owners who buy after a free trial in their home keep and use the indoor aerial with which they started.

New York City is the top market for indoor aerials, with Boston, Buffalo and Chicago following in that order. On the other hand, Des Moines, which picks up broadcasts from Ames, 25 miles distant, uses only one indoor aerial to every 25 sets. The indoor models provide good reception up to 15 miles from the transmitter, O'Connell said, although acknowledging that in every city there are "ghost alleys" which absorb signals.

Surprisingly enough, there is a good replacement market, thanks to owners knocking them off of sets and breaking them.

UHF Converters

The first production models of ultra high frequency converters were shown to the public last month, hard on the heels of the lifting of the FCC freeze on new station construction.

Crosley division of Avco Mfg. Corp. invited members of the press to the Westchester Country Club in late April to take a look at a production model of the "ultratuner" which the company had demonstrated in an earlier form last year. Emphasis was on the company's belief that a converter like the ultratuner was preferable to strip-type converters being

shown. The unit will "be ready in sufficient supply for all owners and future purchasers of Crosley television receivers by the time UHF stations are ready to go on the air," L. F. Cramer, Crosley assistant general manager in charge of electronics, said. It will be priced at approximately \$40.

Stromberg-Carlson last month announced that it was now shipping production models of its converter to distributors. Current Stromberg-Carlson sets have turret tuners using strip converters. The 70-channel converter now being shipped can be used to receive UHF telecasts on older sets.

Trans-Vue Jackson Corp. last month announced that it would provide free conversion strips to owners of the company's receivers who have or will have purchased their sets during 1952. Fred A. Mann, general sales manager, said that set owners themselves could handle the conversion quickly and easily. The strips will be available from dealers free.

To Honor Sarnoff

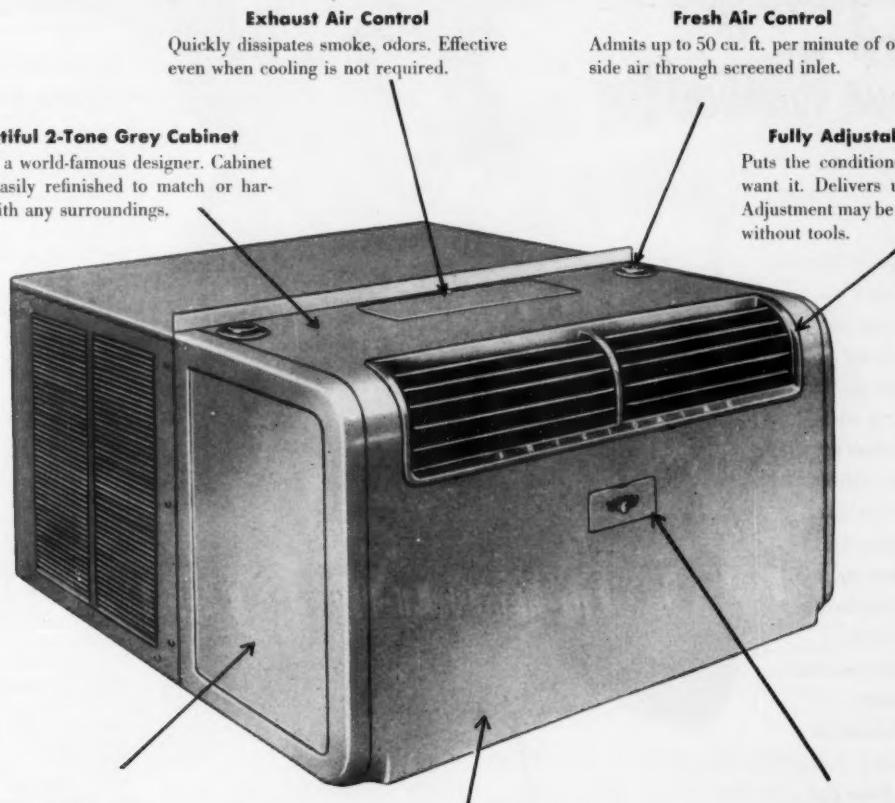
David Sarnoff, chairman of the board of Radio Corp. of America, will be the first recipient of the Radio-Television Mfrs. Assn.'s annual award when the group holds its 28th annual convention in Chicago late this month.

Sarnoff was named winner of the initial award during a meeting of the association's board of directors in Niagara Falls in April. The award will be made during the industry banquet at the Palmer House on June 26. The convention will open on June 23 and run through June 26.

During the Niagara Falls meeting, David Grigsby, chairman of the FM promotion subcommittee, reported on the results of "test" campaigns held recently in North Carolina, Wisconsin and the District of Columbia. Both Grigsby and John Smith of

No other make has so many sales-winning advantages . . .

Frigidaire Room Air Conditioners



Motor-Miser Compressor

The most widely advertised, widely used compressor in the world. It's the simplest refrigerating mechanism ever built, with a record of almost 20 years of successful application.

5-Year Protection Plan

on sealed-in Meter-Miser unit. One year warranty on other parts.

Easy Installation

Sturdy separate mounting frame clamps to window sill, cuts down installation time. Unit cannot tip, and may be left in window the year 'round.

Fibrous-Glass Filter

Throw-away type, stops dust, dirt and pollen. Easily replaced, popular make can be obtained almost anywhere.

Maximum Comfort

Performs every function of true air conditioning—cooling, drying, filtering, circulating and ventilating.

No Water, No Plumbing

Condensed moisture automatically eliminated to outside air. Simple plug-in electrical connections with provision for a variety of electrical current characteristics.

Automatic Selective Cooling

Ideal thermostatic control. The only full-economy variable-capacity window unit on the market. Manual selective cooling one-ton model also available.

Low Operating Cost

As little as 10¢ per day for $\frac{1}{2}$ -h. p. unit based on 2¢ per Kwh. Others comparably low.

3 Accurately Rated Models

Include $\frac{1}{2}$ and 1-h. p. sizes for rooms from 150 square feet to 500 square feet. And all ratings are conservative.

... and here's what the Frigidaire Name means in Air Conditioning!



Frigidaire built the first mechanical room conditioner in the industry almost 25 years ago. Today Frigidaire is not only a leader in the industry, but the world's largest builder of railroad air conditioning. The majority of America's "name trains" have Frigidaire Air Conditioning Equipment. Frigidaire developed and introduced the first large self-contained air conditioner. Frigidaire developed Freon, the safe refrigerant which made self-contained air conditioners possible. And Frigidaire dealers today have the most complete line of refrigeration, air conditioning and appliance products in the industry . . . more proof of the value of the Frigidaire franchise.

Frigidaire Dealers offer their customers so much more!

*Maybe you've got
her phone number!*

Your best prospects for new ranges may be right on your telephone list, among the women to whom you've sold other appliances. Housewives who cook on old clunkers usually do so out of pure habit rather than love for the antique. But today, you have to hunt them up and sell them. Demonstrations often help. And so do proved selling features like Fiberglas^{*} Insulation—advertised and known to families the country over. Owens-Corning Fiberglas Corporation, Department 104F, Nicholas Building, Toledo 1, Ohio.



A SWELL FEATURE TO HAVE...
A SWELL FEATURE TO SELL...

especially when you're selling replacements

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for products made of or with fibers of glass.



NARTB reported that sales of FM-AM sets had increased substantially during the campaigns. The advertising committee agreed that FM promotion should be continued on a local basis wherever FM provides programs and reception which makes this service particularly attractive to listeners. A similar campaign on AM as well as FM was scheduled in New York state last month.

Advice From Abrams

Emerson's Ben Abrams had some advice for television retailers this spring. In a letter mailed to 30,000 dealers he advanced five recommendations which he felt would encourage a return to aggressive selling and sound merchandising. They were: (1) select carefully the lines you handle; (2) limit lines handled to three or four; (3) be well informed of features of those lines you handle; (4) stock no more than the equivalent of a month's supply; (5) ignore "spiffs" designed to induce you to handle models for which there may not be a ready sale.

Emerson this spring also instituted a price protection policy providing dealers with insurance against depreciation in value of Emerson inventory until October 1.

Issue TV Book

The Assn. of Better Business Bureaus and the RTMA have announced the publication of a booklet providing basic information necessary for purchasers or owners of television sets. The new booklet is a revision of one issued earlier by the New York BBB and was prepared by the RTMA service committee in cooperation with the Assn. of Better Business Bureaus. The booklet is called "Things You Should Know About the Purchase and Servicing of Television Sets."

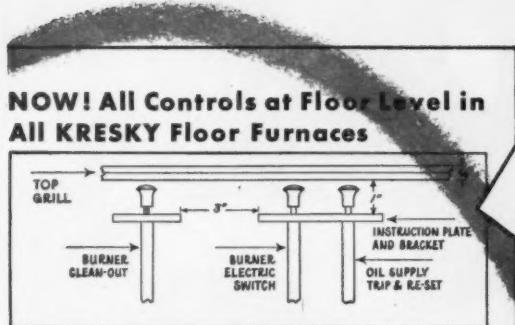
Radio-TV Briefs

- The receiver sales division of Allen B. Du Mont Laboratories, Inc., has guaranteed prices to its distributors for a 12-week period covering April 21 to July 13. The firm has also incorporated excise taxes in its list prices. The new prices reflect "some improvement in margins", Walter L. Stickel, national sales manager said.

- TV buyers—at least those shopping at the retail stores of Meck Television, Inc.—are "well-informed and experienced TV viewers", company officials said last month. Half had owned sets before and although the stores feature low-priced receivers, the majority of shoppers were not persons in the low income bracket.

- An institutional film on RCA activities is the highlight of the third RCA Victor television sales clinic being presented to dealers and their salesmen. The film is designed to show dealers that "it is 'The Most Natural Thing in the World' for RCA Victor to build the finest in television sets."

4,124 Prospects for Furnace Sales Last Year



ANOTHER CONVENIENCE . . .

another example of why one out of every four oil floor furnaces sold is a Kresky.



Whenever improvements can be made in oil heating equipment . . . improvements that are sound and free of service troubles for the user . . . you can be sure you will find them on KRESKY equipment.

For Kresky has been the leader in the oil heating industry since 1910. Kresky patented the first forced-air induction oil burner. It marketed the first oil floor furnace. And today its progressive engineering keeps it in the lead with features that are practical and trouble-free.

The Kresky line of furnaces is complete . . . there's a model to meet the requirements of any house you build:

- 4 Flat Floor Register Models, 40,000 to 112,000 BTU
- 3 Dual Wall Register Models, 50,000 to 12,300 BTU

A great new Wall Furnace, 57,500 BTU
also Basement, Utility and Fireplace furnaces

. . . and Kresky's Famous Burner is in Every One

The Kresky Forced-Air Induction "Retort" Burner is patented and exclusive. It gets heat out of every drop of oil . . . it's unequalled for clean, low-cost oil heating.

—SEE YOUR KRESKY DEALER, OR MAIL THIS

KRESKY MFG. CO., INC.
2nd and H Streets, Petaluma,
Send me FREE catalog
... also name of nearest distributor.

NAME _____
ADDRESS _____
CITY _____

PIONEERING
LEADERSHIP
SINCE 1910



...FROM ADS LIKE THIS

AND PROSPECTS ARE NOW
COMING IN AT DOUBLE THAT RATE!

Appliance Dealers selling KRESKY Equipment cash in directly on KRESKY Advertising

Here is the advertisement that will appear in the June 1952 issue of PRACTICAL BUILDER magazine. It will reach over 79,800 readers engaged in the business of building homes.

Every coupon filled out and sent in will be forwarded to the nearest Kresky dealer . . . a potential sale of at least one unit (more likely a multiple sale) to a prospect interested enough in purchasing the product to write the factory!

Other advertisements in other publications appear regularly too . . . all selling the advantages and features of Kresky . . . all pulling prospects for Kresky dealers.

WHAT ABOUT YOU AND THIS BIG AVENUE FOR EXTRA SALES?

Appliance dealers are making sales where they never made them before . . . in the basic home heating field. They don't have to be plumbers, furnace men or heating engineers to make these sales . . . for Kresky floor and wall furnaces are as compact and easy to install as an automatic washing machine, and there are no major service headaches to worry about afterwards. They're a natural unit to sell for any appliance dealer with an average service department.

Why not get YOUR share of these live prospects?...
YOUR share of these furnace sales?

Just attach the coupon to your letterhead for full information about Kresky sales-opportunities. Limited number of territories open for qualified distributors.

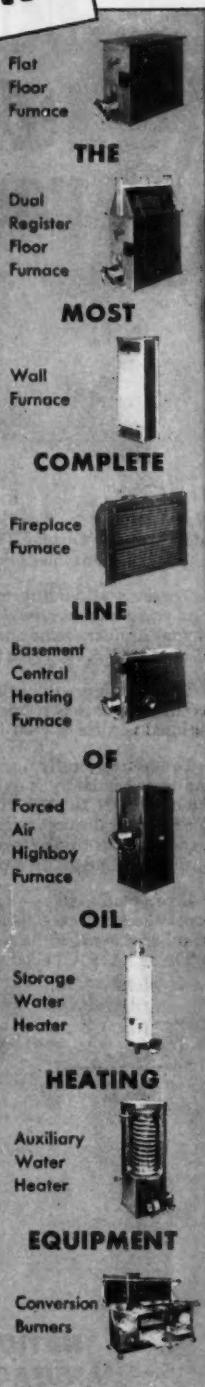
.....Act Now! Mail This Coupon Today.....

KRESKY MFG. CO., INC.
2nd and H Streets, Petaluma, California

652-EM

Send me complete facts and figures on Kresky Oil Heating Equipment, and details of your Prospects-Thru-Advertising plan. Also name of nearest Kresky distributor.

NAME _____ COMPANY _____
ADDRESS _____
CITY _____ STATE _____



You get the
NATIONAL HOUSEWARES
PICTURE only at the
**NATIONAL
 HOUSEWARES
 EXHIBIT**

New Products . . . New Merchandising
 Ideas . . . New Display Techniques . . .
 Changes in Consumer Distribution . . . Production.

These are all vital factors affecting your business. And you get the *national* picture no where else but at your industry's one and only national meeting place—the NATIONAL HOUSEWARES EXHIBIT.

The rapid growth of the housewares industry in recent years makes it impossible to get a complete national picture of your industry any other way.

To learn and fully understand what your large and varied industry is doing and planning, you need the NATIONAL HOUSEWARES EXHIBIT. It offers you the only opportunity to learn top management's thinking on matters necessary to your business—and all on a personal face-to-face basis.

If you plan to stay—and grow—in the housewares business, there is absolutely no other way to get the NATIONAL INDUSTRY PICTURE.

JULY 7-11
 (MONDAY THROUGH FRIDAY)
 AUDITORIUM
ATLANTIC
CITY, N.J.

**NATIONAL HOUSEWARES
 MANUFACTURERS ASSOCIATION**
 1140 Merchandise Mart, Chicago 54, Illinois

ASSOCIATIONS



SEATTLE DEALERS J. Keith Davis, left, and Tom Carmichael, right, explain the operation of a plan allowing dealers to handle sales of appliances to builders to Seattle distributor Eldon Dean. Carmichael is chairman of the Seattle Appliance Assn. and Davis is chairman of the group's builder-contractor sellers committee.

Beating Builder Competition

Seattle dealer group enlists cooperation of area distributors in drawing up plan which allows the dealer to handle sales to builders

Seattle appliance dealers feel they have developed a cooperative working arrangement with their distributors which will eliminate the loss of sales due to builders offering homes equipped with appliances.

The program was worked out by members of the Seattle Appliance Assn. Since 20,000 homes have been built in the area since the war, association members conclude that they have lost about 60,000 appliance sales (three per new home) in that time. In addition, many other appliances were purchased by contractors and builders at preferential discounts for their own families, workmen, friends and neighbors.

What They Did. An eleven man committee under the chairmanship of Keith Davis called on each major appliance distributor in the business, pointing out that dealers found themselves in a replacement market, since all appliances for new homes were going through builders.

Most distributors acknowledged the plight of the dealer and many said that they handled builder sales only because some other distributor would accept the business if they turned it down. The distributors would not make any agreement among themselves but consented to abide by a plan drawn up by the dealer association if the association could secure such pledges from all distributors. The committee then began converting each distributor individually and has now achieved 100 percent cooperation at the distributor level.

The Plan. Here's how the Seattle plan works:

1) All sales of appliances up through

25 units will be sold through a legitimate retail dealer to the builder contractor with a discount of 15 percent recommended.

2) In return, the retailer will give the builder his choice of appliances, make delivery and installation, provide service where necessary and will make the usual call backs on the ultimate user of appliances when installed in homes by the contractor.

3) All sales of 26 or more appliances will be made on the basis of an agreement to be reached between the retailer, the distributor (and/or the factory) and the builder.

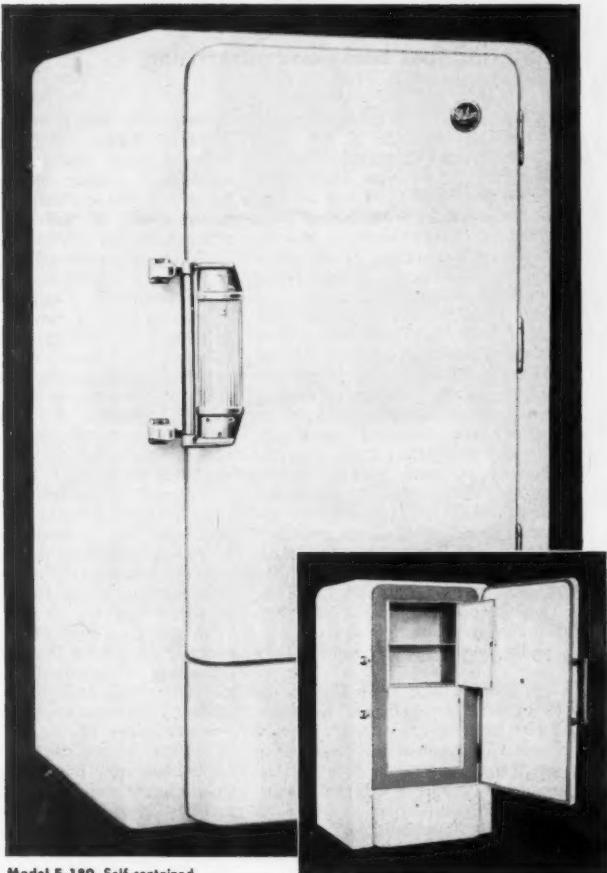
4) The 15 percent discount on less than 25 units may be applied no matter how many units the builder buys. No minimum purchase is necessary to qualify for the discount.

5) The retailer will decide who is a legitimate contractor.

How It Works. To get the builder business, the dealer may contact the builder direct or may notify his distributor that he is interested in handling such sales. (Not all appliance dealers want this business). There are no limitations imposed under the plan; the dealer sells at 15 percent off and gets the business any way he can. If a builder approaches a distributor for appliances, the distributor recommends a dealer to handle the sale.

Home owners stand to benefit from the plan, since they formerly had to contact factories, distributors or pay locally for service. In addition, the purchaser had little choice in the matter of appliances. Now he can take his pick from the Seattle dealer who handles the sale and who will furnish service if necessary.

NEW 18 cu. ft. FREEZER



Model F-180. Self-contained
Capacity: 18.14 cu. ft.
Freezes and stores 650 lbs. of food

ADDED TO
THE MOST
SALE-ABLE
LINE IN
**WILSON
HISTORY**

The Right Size....

The Right Design....

The Right Price....

*for Greatest
Popular Demand!*

Wilson has always been one of the "hottest" lines in the freezer business . . . with more sizes, more designs, more chances to make more sales and more profits.

Now with the new F-180, Wilson is "hotter" than ever. For the F-180 has *everything* . . . every feature you ever dreamed of for fast, profitable sales . . . every feature the consumer ever dreamed of for convenience.

It's big . . . the popular size . . . 18 cu. ft. Yet it uses *less* than 9 square feet of floor space! And it's the popular design . . . upright . . .

with everything see-able, reach-able . . . the way consumers want it.

Now look at the other sell-able features. Fast freezing on any shelf. Inner locker doors. All steel construction. Non-freezing hardware. High-density insulation. Automatic warning light. Five-year warranty. And at a price that's completely right . . . with everybody except your competition.

F-180 is just one example of the full Wilson Freezer line. If it sounds like the line you'd like to sell . . . write, wire, or phone concerning franchise. A few valuable distributor territories still open.

OTHER FREEZERS IN THE WILSON LINE



FH-30 (30 cu. ft.)



FD-301



FD-302
Capacities to 90 cu. ft.



FD-601



FC-82

(8 cu. ft.)



FC-152

(15 cu. ft.)



FC-240

(24 cu. ft.)

WILSON Refrigeration, Inc. SMYRNA, DELAWARE

HOME FREEZERS • FARM MILK COOLERS • COMMERCIAL REFRIGERATION



The New... NESCO infra-red broiler

It's Tops! Features exclusive Pyro-Fins heat unit... produces hottest surface of any combination broiler and electric hot-plate made. Cooks anything and everything fast, efficiently, economically. Built to last a lifetime.

It's Priced Right! Your Nesco franchise now means more than ever. With a suggested retail price of \$39.95, this handsome new Nesco broiler, will build bigger sales, bigger profits for you. (Smaller table size infra-red broiler, available at \$29.95).

It's Available Now! This new addition to Nesco's widening line of top quality electrical appliances is available now. Cash in on fast growing broiler sales, cash in on bigger profits... Order now.

WRITE NESCO TODAY FOR THE NAME OF YOUR NEAREST DISTRIBUTOR AND FULL DETAILS ON THE GREAT NEW NESCO INFRA-RED BROILERS... THEY'RE PRICED RIGHT... DESIGNED RIGHT... BUILT RIGHT!

Gifts for Thoughtful Givers

NESCO-

* Nesco... A Trusted Name

201 North Michigan Ave., Chicago 1, Illinois

Spreading the Word

EWRT workshop speakers describe the problems involved in telling a product story through point of sale material, fact books and advertising

"Spreading The Word on Electrical Living" was the title of the April meeting of the Electrical Women's Round Table of New York's final workshop for 1952. It was held at the General Electric Auditorium, New York, under the chairmanship of Anna A. Noone, ELECTRICAL MERCHANDISING, and Charlotte Conway, House Beautiful, co-chairman.

Dr. Rudolf Flesch, author of "The Art of Plain Talk" and "The Art of Readable Writing," in a talk entitled "What's Wrong with Instruction Books" analyzed samples of existing manufacturers literature. Many of these books, according to Flesch, have one outstanding fault—they try to cover too much territory in one booklet. They are not focused on the aim intended. Sales helps, general advice on housekeeping chores, and other extraneous materials such as recipes are mixed in with the instructions on how to use. They are too long. They are poorly organized, and they contain irrelevant technical details. Finally, only a few are addressed to "you."

In a talk entitled "How Consumers React to Instruction Books," Elizabeth Parker, home service director, Georgia Power Co., reported the results of a survey she made among home service women in Georgia on experiences they have had with instruction books in their utility home calls.

Briefly, Miss Parker summed up the

NAED To Meet

A record attendance is expected when the National Assn. of Electrical Distributors opens its forty-fourth annual convention in Atlantic City on June 9.

The meetings will run through June 12, with convention headquarters being located in the Ambassador Hotel and sessions being held in Westminster Hall of the Chelsea Hotel.

Association officials indicated that the problem of balancing the distribution of electrical products between civilian and military requirements will set the pace for the convention.

Among speakers for the meeting are Lowell B. Mason, member of the Federal Trade Commission and B. A. Graham, president of Sunbeam. Once again the electric housewares section of NEMA will stage a special presentation on electric housewares.

General convention sessions will be held on June 11. The apparatus and supply division will hold meetings on the afternoons of June 9 and 10 while the appliance division will have sessions on the morning and afternoon of June 12.

Over 200 conference booths will be maintained by manufacturers in the conference booth center in the Ambassador Hotel.

opinions she was given as follows:

Range books: "With so many standard ranges made, why are all instructions written for the deluxe models? Customers feel they have the wrong book, or have been short changed on their investment."

Many girls requested that location of appliance outlet fuses be shown in instruction books. Clock instructions were mentioned by most of the girls as being pretty baffling to most homemakers. One home service representative said: 'Yesterday for about the 200th time, I wrote my own directions for the operation of the automatic timer on an electric range. It seems to me they could be more simply written in the books.'

On small appliances, Miss Parker said, "Instruction books are generally inadequate. As a result, consumers fail to appreciate their versatility. Not knowing how to use the equipment, they finally wind up collecting dust on the shelf."

Mort Farr, president of NARDA, in a speech entitled "A Dealer Evaluates Consumer Educational Material," lauded the work done in the editorial section of consumer magazines and the women's pages of the newspapers. "They have become the trade journals of the housewife," he said, "where she seeks counsel and advice, where she gets fresh ideas for modern day home-making."

"Our salesmen, our manufacturers and our ad agencies could all take a leaf from these pages when presenting their appliance sales pitch," he added. "Much of our advertising today has become set, manufacturers refuse to budge from their well-worn ruts, and national magazine advertising is often wasteful, with multiple pages placed merely to impress the dealer rather than to sell the consumer," Farr continued.

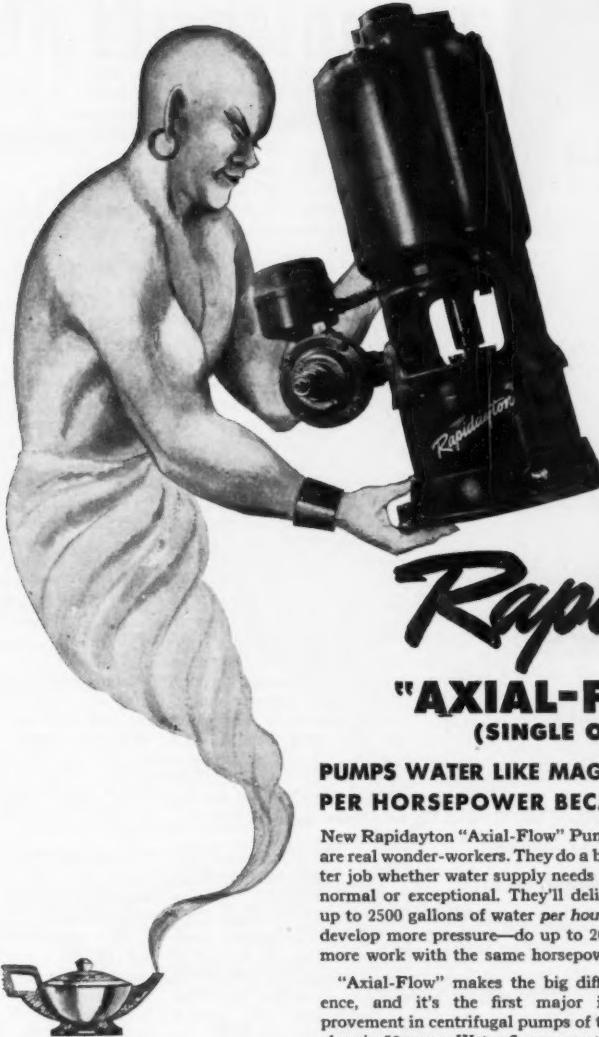
"One need in most stores that only a few manufacturers are fulfilling," Farr stated, "is the point of demonstration or point of sale information right on the product."

As far as they go, instruction books are good, according to Farr, but with some of our complicated automatic equipment, these books must be supplemented with follow-up demonstrations in the homes.

"Spreading the Word by Television and Radio" was discussed by Preston H. Pumphrey, assistant manager, television and radio, Maxon, Inc., N. Y. Pumphrey traced the rise and decline of the service, or how-to-do-it program in both radio and in TV.

"Today only one women's service program remains in all TV networks, day or night, and even this is being cancelled. The basic reason for this is that people would rather be entertained than educated."

Answering the often asked question why actresses and salesmen are doing



**Here's
the new,
deep-pulling,
fast-pumping**

Rapidayton

"AXIAL-FLOW" PUMP (SINGLE OR MULTI-STAGE)

**PUMPS WATER LIKE MAGIC — DELIVERS MORE GALLONS
PER HORSEPOWER BECAUSE THERE'S LESS FRICTION!**

New Rapidayton "Axial-Flow" Pumps are real wonder-workers. They do a better job whether water supply needs are normal or exceptional. They'll deliver up to 2500 gallons of water per hour—develop more pressure—do up to 20% more work with the same horsepower.

"Axial-Flow" makes the big difference, and it's the first major improvement in centrifugal pumps of this class in 50 years. Water flows smoothly through scientifically designed impellers and diffusers. Impellers are dynamically balanced—pump cases and diffusers are "precision-formed" instead of cast to reduce friction. "Sustained performance" is built into each pump because all internal parts are made of

brass and stainless steel and cannot corrode. This means peak performance year after year.

The new Rapidayton "Axial-Flow" is available with 1, 2 or 3 stages and one or two-pipe jet assemblies for deep wells and with 2 or 3 stages for shallow wells. Deep well models available from $\frac{1}{3}$ to 2 H.P., shallow well from $\frac{3}{4}$ to 2 H.P. The more stages in a pump—the more work it will do. New features include cartridge-type seals that can be replaced in minutes, and an adaptable flange that speeds connection of pump to well pipes.

You'll get the complete details on the wonder-working "Axial-Flow" Pump by sending in the coupon below.

Rapidayton

THE DAYTON PUMP &
MANUFACTURING COMPANY
Dayton 1, Ohio

THE DAYTON PUMP & MANUFACTURING COMPANY, Dayton 1, Ohio

EM-552

Please send me the items checked below:

- "New Way to Work Wonders"—General information on the new Rapidayton "Axial-Flow" Pumps.
 Catalog-Bulletin—Complete specifications and prices on "Axial-Flow" Pumps.

NAME _____

FIRM NAME _____

ADDRESS _____

CITY _____

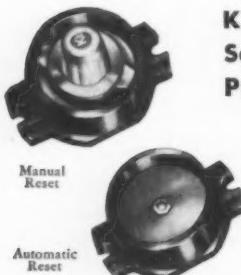
ZONE _____ STATE _____



Klixon Protectors Keep Customers Satisfied, Say Motor Repair Shop Partners

BOSTON, MASS.: Bernard M. Rosenberg and Kermit Pransky, partners, Park Armature Company, get extra customer satisfaction by using KLIKON Protectors.

"In our experience, any motor not protected against excessive temperature rise and current drain is subject to unnecessary failure. As the largest fractional motor repair shop in New England, with customers all over the country, we've found KLIKON Protectors provide this protection, preventing the burnouts found so often in unprotected motors."



Klixon Protectors Reduce Service Calls and Repairs by Preventing Motor Burnouts

The Klixon Protector illustrated keeps motors in electrical appliances and other motor-driven equipment from overheating and burning out. Look for equipment with Klixon-Protected motors for trouble-free motor operation.

SPENCER THERMOSTAT
Division of Metals & Controls Corp.
2506 FOREST ST., ATTLEBORO, MASS.

KLIKON

more and more of the demonstrations and commercials on TV programs, Pumphrey says: "On TV a commercial is much more than a demonstration, it is a sales pitch, and to qualify for such a job the home economist must also be a person who has a high sales potential. She must, in addition, be able to act before a camera with a certain degree of naturalness." Salesmanship and acting ability are as necessary, as a good background in home economics.

Will M. Kline, Jr., asst. sales promotion manager, Westinghouse, represented the manufacturers on the program, telling what goes on behind the scenes in the preparation of booklets

and instruction manuals in a big company. Mr. Kline traced the work that goes into Westinghouse' reference handbooks, their student fact folders which are made available to teachers; the tremendous research and study behind the "Meal-Planning Guides" produced by Westinghouse in their Health for Victory activity. He described the Westinghouse Home Economics Reference File—a kit of demonstrations constructed so that home economics teachers can give them in a class period, explaining the operation of the equipment; and he outlined the visual aid material which is available to schools as well as the general public for consumer education.

City by City

I. E. A. Newly elected officers of the Sevier County, Utah, chapter of the Intermountain Electrical Assn. are: W. O. Cluff, Telluride Power Co., president; Ted Sorenson, Sorenson Electric, vice-president; Jay F. Gardner, Telluride Power Co., secretary.

Helen Oliveto Smith has been elected president of the Southeastern Utah chapter of I. E. A., and Gil Barton is secretary-treasurer.

I. E. E. L. The Inland Empire Electrical League, with headquarters in Spokane, Wash., has lined up a large-scale campaign for June featuring automatic electrical food preparation with electric ranges and electric housewares. Special sections in newspapers throughout the area, radio spot announcements, large public food preparation and cooking demonstrations, utility and distributor aid to dealers, and liberal display materials will key-note the drive.

San Francisco. The Northern California Electrical Bureau, the Gas Appliance Society of Northern California and the Home Builders' Assn. of San Francisco, Inc., are to join in a home show scheduled tentatively for Sept. 27-Oct. 5 in the San Francisco Civic Auditorium. The show is designed to take the place of the Electrical Wonderland exhibits which have been sponsored by the electrical Wonderland exhibits which have been sponsored by the electrical industry alone. LeRoy Bennett, managing director of the Northern California Electrical Bureau, is the coordinating head of the group in charge of the event.

Claude L. Stout, Hale's Appliance Stores, was elected president of the San Francisco unit of the Northern California Electrical Bureau to serve through 1952. Assisting him will be: J. J. Marshall, Easy Washing Machine Corp., vice-president, and Carl P. McCarthy, Pacific Gas & Electric Co., secretary-treasurer.

District of Columbia. More than 50 manufacturers' representatives and distributors' salesmen attended the Washington area kickoff meeting of the NEMA electric housewares campaign at the Electric Institute's Playhouse recently. Co-chairmen of the local campaign are Fletcher Harper of

Hamilton-Beach and Paul Coolidge of Proctor Electric. Speakers were J. P. McIlhenny, vice-president of Waring Products Corp. and chairman of the NEMA sales promotion committee; Joe Broslaw of Rolf Shockley & Associates, and William G. Hills, managing director of the Electric Institute.

Toronto. J. A. Pardie of Toronto was elected president of the Ontario Radio and Appliance Dealers to succeed Joseph Cheshire of Hamilton. New directors are Harold Davis, H. Thurman, A. Boagel, L. McKee, T. Cavanaugh, D. Hunter, W. Boys and H. Edwards.

Minnesota Electrical Assn. S. L. Beanblossom of St. Paul has been appointed manager of the Minnesota Electrical Assn. to fill the vacancy created by the death of A. Earl Anderson. The association represents electrical contractor-dealers in Minnesota except those in the Twin Cities.

Cincinnati. The Association of Television Service Companies has been organized in Cincinnati, with nearly 100 member firms pledged to abide by a rigid code of ethical operations, and to conduct a public educational program to improve the television service business in that city. Association officers are Ray A. Braun, president; Albert F. Mirus, vice-president; Ray Coston, secretary, and Yates Deer, treasurer.

St. Louis. The Electric Housewares Council, St. Louis, has been organized by a group of representatives of manufacturers of electrical household equipment to promote the sale of their products through a program of industry-wide campaigns. E. J. Camos, who operated a company bearing his name, is president. J. M. Anderson is vice-president and Glen I. Armstrong is secretary-treasurer.

Chicago. A sales course consisting of eight week-day morning sessions will start in Chicago June 4, sponsored by the Electric Association at 37 South Wabash Avenue. John W. Mock is conductor of the course, which will treat on TV and radio, automatic laundry equipment, refrigerators and freezers, electric cooking and kitchens, electric housewares and bedding, and how to promote sales. Attendance is limited to 150 salesmen.

HERE'S PROOF that Zenith's Built-in Provision for UHF really works!

Convert Video Set to UHF in 10 Minutes

Zenith Performs Operation in Bridgeport Store Selected at Random in Move to Disprove Competitors' Claims

By MARTIN P. ROSENBLUM

BEDFORD, MAY 10.—Contrary to competitive criticisms, a Zenith television receiver was converted to receive ultra-high frequency telecasts in 10 minutes in a retail store selected at random here yesterday.

Complaints of Zenith and Corp. have claimed publicly for some time that in order to receive UHF on a Zenith receiver the job would take a serviceman from three to four hours; that the cost of conversion would be prohibitive; and that the entire set would have to be realigned after the conversion was completed. It appears that all of these claims are unfounded.

Members of Group.

A group composed of Herbert L. Wexler, radio-television buyer of Macy's, New York; Sheldon Wortzman, representative of Macy's Bureau of Standards; W. W. Boyne, vice-president, and George Keck, service manager of Zenith Radio Corp. of New York, and this reporter, traveled to this city yesterday for the purpose of seeing a Zenith receiver converted in a retail store picked at random.

The group stopped at Dell's, 304 Fairfield avenue and selected a table model receiver, model H2327R, a 17-inch rectangular unit. Mr. Keck was timed in converting receiver and accomplished the operation within 10 min-

His procedure follows:

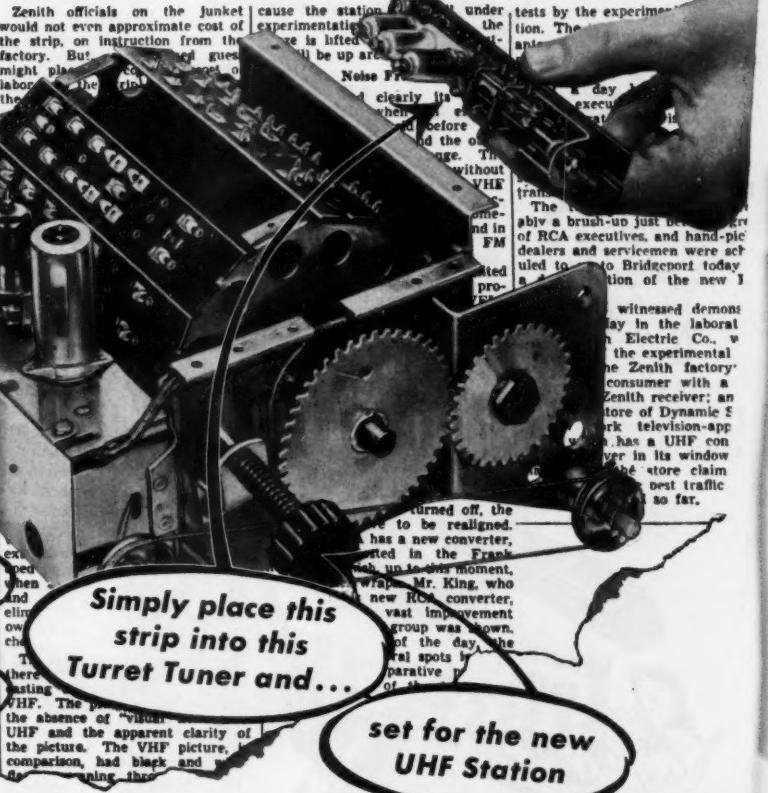
1. He removed the front panel.
2. He removed the screen on the front panel by removing two screws.
3. He unscrews the cabinet from the bottom.
4. The chassis is taken out of the cabinet and placed on a work bench.
5. He disconnects the leads.
6. He removes the tuner tube from the turret tuner.
7. The tuner tube is turned over and he turned the blank spot where the tuner strip—(Each one for each of the three bands) is located, but the tuner has 13 slots (one blank). He inserted the tuner strip into the blank space and attached it by means of two nuts, one at each end.
8. All of the above steps were followed in reverse with all unscrewed parts placed back in their original positions.

With an indoor antenna the receiver then received the UHF experimental station, KC2KAK, clearly.

Problem All Firms Face.

The ability to make a simple conversion to UHF is a problem that virtually all manufacturers are having to solve at this time. Present receivers operate on VHF, while UHF transmission is expected to begin shortly after the FCC lifts the freeze sometime this fall.

After watching the demonstration for



More TV Stations • More TV Programs • More TV Sales for YOU!

Zenith predicted in 1947 that the day would come when Ultra High Frequency television transmission would become a reality. Now check the facts! The Federal Communications Commission, has just announced a new allocation plan which opens 70 new Ultra High Frequency channels to supplement the present 12 VHF channels and adds 1944 new television stations.

Zenith dealers have good cause to welcome this great news. For they are in the best position to cash in on this—the greatest opportunity since television itself—by telling the Zenith story to millions of interested television buyers.

If you are a television salesman or serviceman—especially of Zenith TV, but certainly of other makes, too—you will want to know more about this important new development. Write today, now, for your copy of Zenith's new easy-to-read booklet titled "UHF Television—What It is—And What It Means To You."

ONLY ZENITH DEALERS CAN GUARANTEE TO THEIR CUSTOMERS THAT EVERY ZENITH TELEVISION SET EVER BUILT AND SOLD TO THE PUBLIC HAS BUILT-IN PROVISION FOR TUNER STRIPS TO RECEIVE THE NEW ULTRA HIGH FREQUENCY CHANNELS WITHOUT A CONVERTER

ZENITH RADIO CORPORATION, Chicago 39, Illinois

T-2192B

ELECTRICAL MERCHANDISING—JUNE, 1952



The improved **CADILLAC**
clicks with every type of homemaker!



Squeamish type. Never wants to see the dirt, once it's in the bag. Buys Cadillac because DUST BAG IS DISPOSABLE. No dirty bag to empty.



Counts pennies—and makes pennies COUNT. Picks Cadillac because it's the PRICE winner in the QUALITY class.

DIRT DETECTIVE

Looks for trouble. Hard to handle—unless you handle Cadillac. Show her how Cadillac gets ALL the dirt from floor to ceiling. She'll like Cadillac's new floating-brush nozzle that THOROUGHLY CLEANS deep pile rugs, sculptured carpeting.

HOUSEWORK HATER

Wants her house CLEAN, but thinks cleaning house is for the birds. Buys Cadillac because Cadillac cleans fast, thoroughly, EASILY—leaves more time for living.



Buy with her EYES. Goes for Cadillac's sleek, modern design, smart color.

SEE THESE UP-TO-THE-MINUTE FEATURES



For more than 40 years,
sold only by reliable
dealers and distributors.

CLEMENTS MFG. CO.

Dept. A, 4666 S. Narragansett Ave.
CHICAGO 38, ILLINOIS

FINANCIAL

Silver Lining Department

First quarter financial reports indicate that the industry is in fairly good health, even in face of lower sales and earnings

First quarter financial reports of many firms in the radio-television appliance industry were released last month and some of them contained surprisingly good news in view of the industry's lagging sales pace.

While many of the reports did reflect lower sales and earnings for the first quarter of this year some firms were able to report record or near-record sales. And almost every company was able to find some good omen hidden in the figures which it passed along to stockholders.

Westinghouse. Sales were the second highest in the company's history and were 11.5 percent ahead of the first quarter last year. But higher taxes and costs cut earnings to about \$15.5 million compared to almost \$16.7 million in 1951. President Gwilym Price told stockholders that the industry's major problem this year may be one of sales rather than production. He called attention to the increasing availability of scarce materials and the leveling off of the defense program.

Schick, Inc. First quarter sales (almost \$2.7 million) were the highest in the company's history. Profit before taxes and net profits both, however, were below 1951 figures.

Sylvania. Sales for the first quarter were the second highest for the period in the company's history and were exceeded only by 1951's figures. Net sales were \$55.9 million compared to \$60.6 million last year. Net income for the 1952 quarter was \$1.95 million compared to \$3.5 million last year. But president Don Mitchell called attention to an "encouraging sign . . . the orders received volume. In the report for the first quarter last year attention was drawn to the probability of a lower demand. The seasonal influence will be felt again this year but the orders received picture indicates a considerably smaller drop in the second and third quarter over last year. Sales for 1952, therefore, could show another sizeable increase."

Zenith. First quarter sales dropped to \$25.7 million from last year's \$37 million but president E. F. McDonald, Jr., told stockholders that the "lower earnings and sales reflect a more normal and orderly operation as compared to the situation a year ago when retailers and wholesalers were eagerly accumulating inventories against the threat of a possible shortage."

Admiral. First quarter sales and earnings were "substantially" lower than last year's figures but were "comparatively normal," president Ross D. Siragusa said. He added that sales and earnings for the first six months of 1952 should come close to equaling those for the same period in 1951.

Webster-Chicago. Net sales in the first quarter were \$3.65 million, compared to almost \$5.41 million in the corresponding period last year. The firm showed a net loss of \$15,267 after taxes, compared to a net profit of \$262,707 in 1951's first quarter.

Nesco, Inc. First quarter sales amounted to \$9.67 million, compared to \$7.19 million in the same period last year. Earnings were \$242,035, compared with \$382,264 last year.

RCA. Net earnings for the first quarter were approximately \$7.1 million, compared to \$11.9 million in the same period last year. Consolidated gross income was \$163.9 million and profits before Federal income tax were \$14.9 million.

Scheduled Meetings

NATIONAL ASSN. OF ELECTRICAL DISTRIBUTORS

44th Annual Convention
Atlantic City, N. J.
Week of June 9

CANADIAN RADIO-TV MFRS. ASSN.

Convention
Bigwin Inn, Lake of Bays, Ont.
June 13

SUMMER MARKETS

Merchandise and Furniture Marts
Chicago
June 16-26

NATIONAL APPLIANCE & RADIO-TV DEALERS ASSN.

Mid-year Meeting
Sherman Hotel, Chicago
June 22-24

RADIO-TELEVISION MFRS. ASSN.

28th Annual Convention
Chicago
June 23-26

CANADIAN ELECTRICAL ASSN.

Convention
Banff, Alberta
June 30-July 3

HOUSEWARES SHOW

National Housewares & Home Appliance Mfrs. Exhibit
Auditorium, Atlantic City, N. J.
July 7-11

WESTERN SUMMER MARKET

Los Angeles
July 7-11
San Francisco
July 14-18

AMERICAN HOME LAUNDRY MFRS. ASSN.

Summer Meeting
Mackinac Island
July 27-30

51ST ANNUAL MUSIC INDUSTRY TRADE SHOW

Nat'l. Assn. of Music Merchants
Hotel New Yorker, New York City
July 28-31

Automatic washer makers agree **all** gets clothes cleaner....



all was developed at the request of automatic washer makers. In hundreds of tests, these makers found **all** makes no lazy suds to slow down washing and rinsing action—no messy suds to overflow and clog their machines. As a result, **all** is recommended in their automatic washer instruction manuals.

In addition, the makers listed below are helping housewives and dealers by including a sample box of **all** or a free gift card for **all** (or both) in each machine before it leaves the factory.

Apex Bendix General Electric
Horton Hotpoint Monitor
Norge Westinghouse Whirlpool

helps dealers sell, too!

DEMONSTRATION RECORD

SIGNED _____
STREET _____
CITY _____ PHONE _____
My _____ Automatic Washer
Name of Washer
was demonstrated with a 24 ounce package of **all**,
and the remainder of the package was left for me
to use.

DEALER'S NAME _____
ADDRESS _____

DETERGENTS, Inc., Columbus, Ohio

A small graphic area containing three items: a box of "all" detergent, a circular seal that reads "Approved by Blue Card Demonstration Program", and another circular seal that reads "APPROVED BY THE MANUFACTURERS OF AUTOMATIC WASHERS".

Free all for demonstrations! Follow your automatic washer maker's lead and use **all** for post-sale demonstrations. **all**'s easy-to-use Blue Card Demonstration Program replaces each box of **all** used for installation demonstration free of charge.



New prospects from Laundry Clinics! **all**'s Laundry Clinics have helped hundreds of appliance dealers get new prospects and make extra sales! **all**'s factory trained Home Laundry Consultants will help you plan and run store and home party promotions.

Your automatic washer distributor handles all — call him today!

SELL YOUR MANUFACTURING KNOW-HOW ABROAD

There are foreign manufacturers who will make license contracts to manufacture your products in their countries. Patents not necessary. Initial payments can be secured, as well as annual payments, and a percentage of licensee's production.

Income to American manufacturer is independent of product price controls and export licenses, - frequently balances out U.S. business cycles, - and is free of labor trouble problems. Income is free and clear without requiring investment abroad.

As foreign trade managers for 20 years we have had a long experience in

- (1) locating potential licensees,
- (2) negotiating license contracts, and
- (3) supervising the operation of these licenses.

Please write us if you feel your products have license possibilities. AMERESCO, INC., 50 Church St., New York 7, N. Y.



THE CEMCO WAY IS THE EASY WAY



This hydraulic operated tailgate lowers or lifts heavy appliances (1 ton lifting capacity) with ease. Takes fewer men. Can be stopped or held at any point on way up or down. Less danger of damage to appliances—or of injury to your personnel.

APPLIANCE DEALERS LIKE
THE CEMCO WAY

More and more you find progressive dealers using the CEMCO Tailgate. Readily attached to your present truck (of $\frac{1}{2}$ ton or larger). Send for complete specifications . . . Dept. EM-4.

**CEMCO INDUSTRIES, INC.,
GALION, OHIO**

PEOPLE

Dies Suddenly



H. PAUL NELLIGAN, president of the Easy Washing Machine Corp., died suddenly on Saturday, May 17, while at work. A lawyer until he became associated with Easy in 1936, Nelligan was 49 years old. He served Easy as vice-president and general counsel from 1936 to 1941 when he became president of the firm. He was affiliated with a number of civic and industrial organizations, including the AHLMA of which he was president in 1949 and 1950.

Appliance for Singer



OPERA STAR Patrice Munsel uses a Lewyt cleaner to keep her collection of phonograph records clean and free of dust and dirt.

Retires



VETERAN of 25 years in the electronic industry, W. S. Hartford, vice-president in charge of sales for Webster-Chicago Corp. last month announced his retirement after 12 years with the firm.

ORDER BY MAIL AND SAVE!

Eliminates Damages
and Costly Claims

NEW HAVEN
QUILT AND PAD CO.

PADDED COVERS

REFRIGERATOR COVERS

\$15.50

Carrying Harness
Extra



Waterproof. Adjustable to fit 4 to 10 Cu. Ft. boxes. Wraps around completely. Easy to handle.

WASHING MACHINE COVERS

\$10.00

Gives complete protection. Waterproof and durable. Height 49", diameter 31".



CONSOLE TV COVERS

\$13.50

Waterproof. Completely covers all console models. Width 31", depth 27", height 40". Combination TV Covers.



GAS and RANGE COVERS

\$13.50

Easy to slip on and to remove. Fits over back guard, too. Width 42", depth 28", height 42".



DEEP FREEZER COVERS

\$15.00

Waterproof. Width 54", depth 31", height 36". Other sizes available.



AUTO WASHER & DRIER COVER

\$9.00

Waterproof. Width 31", depth 26", height 39". Fits other units, too.



ALL PRICES SUBJECT TO CHANGE

**NEW HAVEN
QUILT & PAD CO.**
82-84 FRANKLIN ST.
NEW HAVEN 11, CONN.



BH&G is BIG

in a bigger way—

It's the ONLY top-ranking man-woman magazine that screens millions of ideal appliance prospects for the BUY on their minds!

"**B**EFORE buying a new refrigerator, we checked every one advertised in Better Homes & Gardens."

"I have confidence in any article I purchase which I see advertised in Better Homes & Gardens..."

Those are typical statements by men and women of BH&G's 3½-million selected families—exactly the kind of families *you* would pick to build a gilt-edge prospect list!

You see, BH&G is read by 7 out of 10 families building new homes—and 3 out of 4 of all BH&G families own bigger-than-average homes. They are *prospering* families, too, and do lots of home-entertaining. Yes—BH&G's multi-millions are "naturals" for all helpful appliances!

What's more, these families are editorially *screened* for the BUY on their minds—that delightful combination of interest *and* income *and* confidence in BH&G as their neighborly buying counselor.

No wonder campaigns in BH&G pay off so handsomely!



Serving a SCREENED MARKET

of 3½-Million Better Families

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

EVERYBODY'S a Prospect for the amazing new



Worth Its Weight in COLD®

COMPACT HOME FREEZER

GOES THRU ANY DOORWAY LINES UP WITH KITCHEN CABINETS.

- 4 cu. ft. capacity.
- 140 lbs. of food.
- for apartment dwellers who "haven't the space."
- for small homes and ranch-types without basements.
- for folks with a big freezer in the basement. Use the compact King in the kitchen for current needs.
- extra sale as a "go-with" a standard refrigerator.
- & 12 cu. ft. models also available

* 5 YEAR WARRANTY

on sealed-in-unit—besides the standard one-year warranty, there is an additional 4-year protection plan on the sealed-in-unit.

Distributor and dealer inquiries invited.

Refer to below.

outside dimensions 27" wide x 36" high x 27" deep—including handle

- TECUMSEH 1/2 H.P. COMPRESSOR—hermetically sealed unit.
- RANCO THERMOSTAT—full temperature range from 0 F. at normal to -10° F. at coldest position.



Worth Its Weight in COLD®

There is only one genuine KING in Refrigerators. Look for this Trade Mark.
76-02 Woodhaven Boulevard, Glendale, L. I., N. Y., TWining 7-2200

Refrigerator Corporation

Manufacturers of Quality Refrigerators for Nearly Two Decades

See us at Chicago Markets Space 1732-33 American Furniture Mart

It's what's on the other end of the tuning knob that counts most!



...but you can be sure of customer satisfaction if it's a TARZIAN TUNER

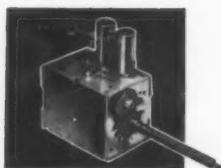
That's why manufacturers of some of the best known Television sets on the market today rely on the trouble-free TARZIAN TUNER for the excellent performance of their sets.

The buyer of a TV receiver very rarely—if ever—sees the real "brain"—the tuning mechanism—of his television set.

In the case of the TARZIAN TUNER, it's a compact, precision-built unit, scientifically-engineered and produced to assure unexcelled selectivity and reception . . . especially in fringe areas.

No other commercial unit possesses so many of the desirable features found in the TARZIAN TUNER.

Engineers of leading set manufacturers are quick to appreciate, too, the sensible—but simple—approach to UHF through the TARZIAN TUNER.



SARKES TARZIAN, Inc., Tuner Division, Bloomington, Ind.

PRODUCTION

Manufacturers' Sales

DRYERS, CLOTHES

American Home Laundry Mfrs. Assn.
Members

| | |
|-------------------|---------|
| Mar., 1952..... | 41,161 |
| Mar., 1951..... | 44,020 |
| 3 Mos., 1952..... | 130,822 |
| 3 Mos., 1951..... | 112,806 |

% Change vs. 1951

| | |
|-------------------|---------|
| Mar., 1952..... | - 6.49% |
| 3 Mos., 1952..... | +15.97% |

WASHING MACHINES, Standard (Electric & Gas Engine)

American Home Laundry Mfrs. Assn.
Members

| | |
|-------------------|-----------|
| Mar., 1952..... | 248,431 |
| Mar., 1951..... | 368,455 |
| 3 Mos., 1952..... | 718,293 |
| 3 Mos., 1951..... | 1,030,875 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 32.57% |
| 3 Mos., 1952..... | - 30.32% |

TELEVISION

(Industry Estimate by Radio-Television Mfrs. Assn.)

| | |
|-------------------|-----------|
| Mar., 1952..... | 510,561 |
| Mar., 1951..... | 874,634 |
| 3 Mos., 1952..... | 1,324,831 |
| 3 Mos., 1951..... | 2,199,669 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 41.63% |
| 3 Mos., 1952..... | - 39.77% |

IRONERS

(Industry Estimate by Radio-Television Mfrs. Assn.)

American Home Laundry Mfrs. Assn.
Members

| | |
|-------------------|--------|
| Mar., 1952..... | 13,913 |
| Mar., 1951..... | 34,700 |
| 3 Mos., 1952..... | 47,179 |
| 3 Mos., 1951..... | 91,700 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 59.90% |
| 3 Mos., 1952..... | - 48.55% |

RANGES

(NEMA Members, Not Industry)

| | |
|-------------------|---------|
| Mar., 1952..... | 95,215 |
| Mar., 1951..... | 165,267 |
| 3 Mos., 1952..... | 241,025 |
| 3 Mos., 1951..... | 418,822 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 41.32% |
| 3 Mos., 1952..... | - 42.45% |

REFRIGERATORS

(NEMA Members, Not Industry)

| | |
|-------------------|-----------|
| Mar., 1952..... | 298,092 |
| Mar., 1951..... | 591,449 |
| 3 Mos., 1952..... | 851,375 |
| 3 Mos., 1951..... | 1,503,476 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 49.60% |
| 3 Mos., 1952..... | - 43.37% |

VACUUM CLEANERS

(Industry Estimate by Vacuum Cleaner Mfrs. Assn.)

| | |
|-------------------|---------|
| Mar., 1952..... | 290,092 |
| Mar., 1951..... | 290,242 |
| 3 Mos., 1952..... | 756,254 |
| 3 Mos., 1951..... | 834,119 |

% Change vs. 1951

| | |
|-------------------|---------|
| Mar., 1952..... | - .05% |
| 3 Mos., 1952..... | - 9.34% |

WATER HEATERS, Storage

(NEMA Members, Not Industry)

| | |
|-------------------|---------|
| Mar., 1952..... | 46,147 |
| Mar., 1951..... | 84,171 |
| 3 Mos., 1952..... | 127,330 |
| 3 Mos., 1951..... | 217,664 |

% Change vs. 1951

| | |
|-------------------|----------|
| Mar., 1952..... | - 45.15% |
| 3 Mos., 1952..... | - 41.50% |

(1951 not available)

BED COVERINGS

(NEMA Members, Not Industry)

| | |
|-------------------|--------|
| Mar., 1952..... | 16,740 |
| Feb., 1952..... | 20,344 |
| Jan., 1952..... | 42,356 |
| 3 Mos., 1952..... | 79,440 |

New G-E Fan Wins famed Lewis + Conger Safety Award

HERE'S THE KIND OF "CLINCHER" EVERY SALESMAN LIKES TO HAVE . . .

Lewis & Conger's widely respected jury of home-safety experts has selected the new G-E All-Purpose Fan as "one of the year's great contributions to the promotion of greater safety in the American home."

You'll make more fan sales, more quickly and

easily, by stressing this award—in your sales talks, your displays, your own ads. Cash in on the promotion. G.E. is putting behind it in national advertising and publicity.

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

SEE YOUR G-E DISTRIBUTOR TODAY!



NEW G-E ALL-PURPOSE FAN with award-winning "safety-minded" design

- NEW "SAFETY-MINDED" DESIGN! • A QUIET ZEPHYR—OR A LUSTY BREEZE!
- BUILT TO LAST THE OWNER'S LIFETIME! • MORE LIKE FURNITURE THAN FANS!

G.E. covers all your prospects with a complete new line of fans for every purpose—for home, office, or commercial use—backed by 62 years of fan experience.

GENERAL  ELECTRIC

The FLAG LABEL

ON CORD SETS AND
POWER SUPPLY CORDS

Means Both Cord and Connectors Have U/L Approved for Safety

Use of this Flag Label has increased more than 2400% in three years. One State required such safety identification on flexible wiring by law!

Use of the Flag Label by appliance manufacturers assures distributors, dealers and customers that the cord is properly insulated, and the connectors soundly constructed to prevent fire and shock hazards.

The Flag Label assurance that the power supply cord components are safe, and safely assembled, is an added sales feature. So be sure it is on the power supply cord of every lamp or other home electric appliance you market.

Get the full particulars about Flag Labelling, and how the public is being educated to demand this safety symbol. Write to the International Association of Electrical Inspectors, 612 N. Michigan Ave., Chicago, Ill., or

THE SAFE ELECTRICAL CORD COMMITTEE
155 E. 44th Street, New York 17, N. Y.



This sale can be made
ONLY after locating a prospect
who has a need you can fill

That all-important first step in every sale is the one Dodge Reports take for you! This 60-year-old construction-news service tells construction marketing men who and where their prospects are, what they're going to build and when they should start to sell them.

Dodge Reports cover all types of new construction in the 37 states East of the Rockies. They save valuable time for you and your salesmen... eliminate beating the bushes and chasing down rumors... Dodge Reports provide more opportunities for doing business than you can get in any other way... point out more new prospects coming into the market... show up more opportunities for profitable contacts among the people you already know.

Dodge field men—more than 900 strong—continually comb the construction market—your market—for detailed information about what is coming up—being planned—out for bids—who got the contracts. This timely and vital information is mailed to Dodge users every day. Dodge Reports Service today takes this first sales step for most of the leading firms and salesmen in construction. It can for you. Write today for free book on Dodge Reports.

DODGE REPORTS

Dept. EM 119 W. 40th St., New York 18, N. Y.
Timely, accurate, comprehensive construction news service
THE FIRST STEP IN EVERY SALE



MANUFACTURERS



General Electric's blanket and . . .



Casco's "M-T Spout" are cited as . . .

Four Appliances Win Safety Awards

Electric appliances and devices captured four of the seven home safety awards in the seventh annual competition conducted recently by Lewis & Conger, New York housewares store. Three of the four awards to electric manufacturers went to General Electric—the grand prize for its new automatic blanket, and safety awards for its all-purpose fan and its twin night lights produced by the company's Monowatt subsidiary. Sharing honors was Casco Products Corp. for its new "M-T Spout" steam and dry iron.

The multiple awards to General Electric marked the first time in the seven year history of the competition that one firm had won more than a single award. The blanket was singled out for "an improved method for the wiring. . . Actual use in thousands of homes has shown that the new method provides greater safety and

security in the use of the electric blanket." The fan was praised for its revolutionary safer design and protective grille" and the night lights "for offering a combination of bright and dim lights for all-night protection in various danger-spots about the house." Casco's new iron spout "eliminates the danger of scalding when the iron is being emptied."

Principal speaker at the awards dinner in New York was Lillian M. Gilbreth, well known for her studies in human engineering and as "Mother" in "Cheaper by the Dozen." She appealed to housewives to use family teamwork in avoiding accidents in the home. She said that the "family council" should encourage the practice of safety habits in the home.

Awards were based on the product's effectiveness in preventing a common cause of accidents in the home, simplicity of use and reasonable price.

Extra Refrigerators

The industry's firmest believer in the "two-refrigerator" home last month announced that his firm would this fall begin production of a unit for use as a "second" refrigerator.

W. Paul Jones, president of Servel, Inc., who has been asserting for almost a year that the industry must create a second refrigerator market, said in announcing the new unit that the industry must "make people understand that much of the present equipment is either too old or too small to handle the job it is asked to do. Increased food buying, fewer shopping trips to stores, increased entertainment and a new concept of food preservation have combined to make past and even much present thinking about home refrigeration obsolete."

Servel's new unit will meet today's expanded needs and will, in addition, be a "welcome guest" in any room of the house, Jones said.

Jones cited the constant uptrend in standard capacities as evidence of the increased need for more household refrigeration. He also called attention to the fact that many semi-perishables are now stored in refrigerators, which once were used for storage of little but perishables alone.

Partner Plan Works

The partners are happy. That's the conclusion of the Proctor Electric Co. after investigating trade reaction to the company's "partnership plan" introduced last February. So successful has been the plan, said Proctor general merchandising manager Joseph Tiers, that the company has set up another "special" for dealers to merchandise.

The new special offers a combination of a Mary Proctor ironing table, a pad and cover set with a regular list of \$18.90. From April 15 to June 30 the combination is being offered at \$15.95.

Ryan Buys American

The American Refrigeration Corp., manufacturers of domestic, farm and home freezers and commercial low temperature cabinets, has been purchased by S. C. Ryan, president of the Microtome Co., and will be operated as a division of Ryan Industries.

Al Rose, formerly vice-president in charge of sales for Schaefer Corp., has been named president and general manager for the refrigeration division of Ryan Industries.

CHEVROLET Advance-Design TRUCKS

*Buy on
these
plain, hard
FACTS!*



Fact No. 1

COSTS LESS TO BUY

Payload pound for payload pound, a Chevrolet truck lists for less than any other truck with the qualifications to handle your job. As the world's largest manufacturer of trucks, Chevrolet takes advantage of production economies to pass substantial savings on to you!

Fact No. 2

SAVES MONEY ON THE JOB

Chevrolet trucks save you money over the miles with great proved features that cut costs. Valve-in-Head economy, rugged Hypoid rear axles, extra-sturdy channel-type frames and Flexi-Mounted cabs, Ball-Gear Steering, Synchro-Mesh Transmission.

Fact No. 3

RIGHT TRUCK FOR EVERY LOAD

Your first interest in a truck is: "How well will it do the job?" That's where Chevrolet trucks have it, because they're factory-matched to the payload—tires, axles, frame, springs, engine, transmission, brakes. You get as much truck as your job calls for.

Fact No. 4

KEEPS ITS VALUE LONGER

Chevrolet trucks traditionally keep their value longer to bring higher used truck prices, year after year, at trade-in time. That means real, substantial dollar-and-cents savings when you wish to replace your present truck with a new one.

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURETOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHRO-MESH TRANSMISSION—for fast, smooth shifting • HYPOID REAR AXLE

—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-duty models • CAB SEAT—with double-deck springs

for complete riding comfort • VENTIPANES—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



MARKETING



GALS, FASHIONS AND DOORPRIZES were the ingredients used by Gibson Refrigerator Co. and New Jersey distributor Schenck Electric in cooking up an April promotion which drew 2,000 persons to Asbury Park's convention hall. Here Mrs. America awards an electric range to door-prize winner.

Fashion as a Drawing Card

A New Jersey distributor draws a good crowd to a streamlined cooking school by combining with it a fashion show and dramatic skits

An "appliance-fashion review" which combined showmanship with culinary tips and product pitches drew 2,000 New Jersey coastal residents to Asbury Park's Convention Hall recently. The attendance figure, impressive in itself, takes on added significance in view of the fact that the promotion was held while Holy Week and Passover services were being observed by many persons.

Conceived by Gibson Refrigerator Co., the promotion was sponsored by Schenck Electric Supply, Inc., Laurelton, N. J., distributor for the firm. Trimmings for the event, which lifted it out of the class of an ordinary cooking school, included:

—the appearance of Mrs. America, featured in teaser and display ads in

local newspapers and on radio commercials.

—the presentation of a fashion show by an Asbury Park shop.

—presentation of product demonstrations in the form of four dramatic skits, involving use of professional actors as well as Gibson personnel.

Preliminary promotion for the program got underway in advance of the April 10 cooking school date. Two mailings were made over lists of the Jersey Central Power and Light Co. covering 10,000 customers. Teaser ads featured the "return" of Mrs. America to Convention Hall where she won her title last year. Display advertising featured the fashion show, the appearance of Gibson home economist Dorothy Clure and the award of a series of prizes.

Thirty-five minutes of the fashion review were broadcast over Asbury Park station WJLK.

Key figures in planning the unique fashion-appliance review included distributor Henry Schenck, Miss Ethel Lord and Fred Smith and Oscar Wells of Jersey Central Power & Light, and Paul Vaughan, divisional sales manager for Gibson.

Introduce Player

Columbia Records last month introduced its new \$12.95 three-speed record playing attachment with a promotion campaign that included demonstrations on the "Doug Edwards and the News" television show.



SIX MODELS from Asbury Park store modeled \$2,000 worth of spring clothes between appliance skits.

Promoting Sports

The sports committee of the Radio-Television Mfrs. Assn. has recommended a year-round sports promotion program to manufacturers, distributors and dealers to improve good will between the TV industry and sports industries.

The group said that it was encouraged by results of its nearly two-year-old effort to promote better understanding and mutual benefit among manufacturers, broadcasters and promoters of sporting events.

The committee asked manufacturers, distributors and dealers to "not only encourage attendance at baseball, but plan now to boost interest and attendance at football this fall."

Food Plans: Yes and No

Food freezer plans continued to dominate much of the appliance industry's thinking last month. The broad patterns for use of the plans had already been developed (EM, May, page 198) but additional comment and refinements of the plans were still being discussed.

One of the frankest discussions of the whole promotion came from the desk of International Harvester's T. B. Hale. Emphasizing that while the company does not "endorse or sponsor any food-freezer plan", Hale added that "neither do we condemn them as such." Calling attention to some dangers to be found in certain plans, Hale said that "we are proud of our good name and jealous of our reputation . . . at any time and in any circumstance where we feel that our good name is in danger of being damaged we will take appropriate steps to see that it is safeguarded." He warned that unsatisfactory food-freezer plans would create dissatisfaction which would be reflected on the manufacturer, even though the manufacturer

Personal Gift



PURCHASERS of General Electric toasters can now have them personalized with names engraved on the handle. New York model Louise Hyde—soon to marry Burt Haft—shows off her "personal" toaster. In many areas distributors have arranged for engraving services. Elsewhere, dealers may obtain the service by sending 50 cents per handle to G-E, Box 394, New York.

"played no part in the transaction." Three "obvious hazards" which he listed were: 1) the food may or may not be satisfactory; 2) there may be misrepresentations on the amount of savings to be realized; and 3) unethical sellers may attempt to put an unusually high price on the freezer.

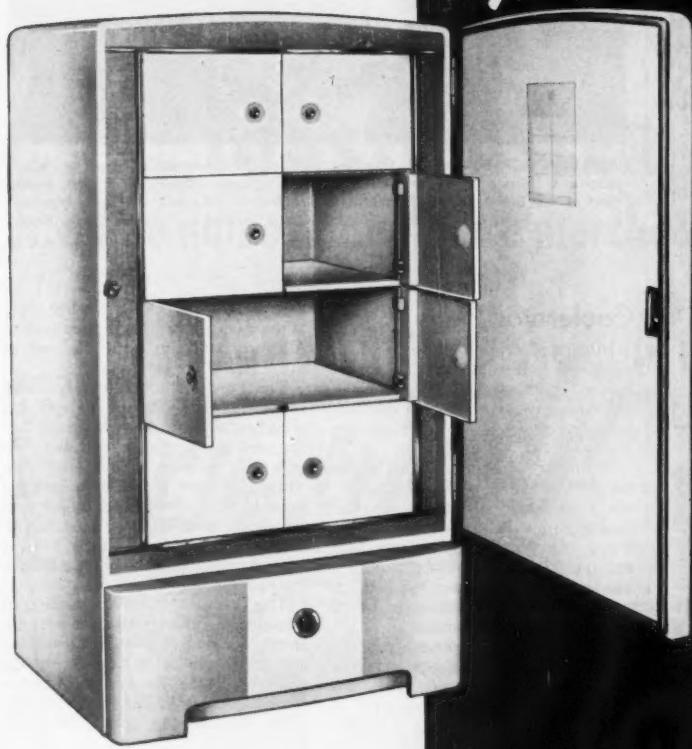
On the West Coast, where the plans had achieved their first success, a Los Angeles distributor was conducting a series of weekly classes to show freezer salesmen, locker plant operators and wholesale food organizations "the most practical way to promote freezer-food programs." Conducted by the U. S. Grant Supply Co., the classes were limited to 125 persons and were offered without charge.

The Chips Are Down



RED AND BLUE poker chips are used as ballots by Merchandise Mart visitors polled by the Rahr Color Clinic. Results, indicating consumer preferences in color, will be reported to manufacturers in time for them to adjust their styling before the succeeding Home Furnishings Market. The studies included tests on home furnishings, decorating materials and household equipment.

The
Electronically
Controlled



Food Freezer of Tomorrow!

A NEW 19 CUBIC FOOT
UPRIGHT HOME FREEZER



PURPOSELY PLANNED TO OUT-FEATURE THEM ALL!

- Electronic warning alarm and signal light
- Super powered with a $\frac{1}{3}$ h.p. Tecumseh unit
- All steel construction
- Aluminum liner for faster freezing
- Copper tubing used throughout freezer
- 8 inner doors guard against refrigeration loss
- Built-in door lock
- Multiple freezing surfaces for fast, "sharp" freezing
- High density Fiberglas insulation
- Greater food capacity in less floor space
- Occupies less than 1 sq. yard of floor space
- Perpetual food inventory record
- Five year condensing unit warranty
- One year cabinet warranty
- Food spoilage warranty
- Adjustable temperature control
- Freon 22 refrigerant
- 665 pounds of food storage capacity

Product is only part of the story. Company policy is designed to move freezers in your area and the real news about the Freeze Pantry is the exceptional profit margin. If you're looking for a freezer that out features them all and gives you greater profits and is backed by sound promotion plans, then you have found it in the Freeze Pantry. This is the time to talk over a franchise. Freeze Pantry territories are protected territories and they're going fast. Act now.

OVER A DECADE OF LOW TEMPERATURE REFRIGERATION EXPERIENCE

RYAN industries
REFRIGERATION DIVISION
HOPKINS, MINNESOTA



RYAN INDUSTRIES
Refrigeration Division
1025 E. Excelsior Avenue
Hopkins, Minnesota

Mr. Al Rose, President

I want all the information about the new
electronically controlled Freeze Pantry.

NAME _____

ADDRESS _____

CITY _____ STATE _____

DISTRIBUTOR

DEALER

E-6

Appliance Movers Like

Escort HAND TRUCKS

CRAWLS on Roller Bearings up and down steps



Everybody likes this

APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

- Ideal For Handling:
 - Refrigerators
 - Water Heaters
 - Gas and Electric Ranges
 - Music Machines
 - Any appliance
- Catalog on request



Escort CRAWLER HAND TRUCKS



STEVENS APPLIANCE TRUCK CO.

Horton Road

Augusta, Ga.

P.O. Box 897

ODORS
DESTROYED

ODOR

COOLS
DEODORIZES!

through the combined engineering skills of "FRIGID" and WESTINGHOUSE

FRIGID OZONATOR FAN

A new achievement in Ventilation . . . a different and revolutionary kind of Fan . . . a Fan that deodorizes as it ventilates. Operates on 3 quiet speeds. Comes in a beautiful golden tan finish with chrome guards and legs.

The 2 Odorect lamps generate ultraviolet rays that mix with the oxygen to create OZONE . . . nature's way of cleansing the air. The OZONATOR operates on an independent switch.

POPULARLY PRICED

Fully Patented

CIRCULATORS & DEVICES MFG. CORP.
128-168 THIRTY-SECOND STREET • BROOKLYN 32, N.Y.

The Fans that B-R-E-A-T-H-E

FRIGID Adjustable

WINDOW FANS



Electrically Reversible
3 speeds intake, 3 speeds exhaust

By the mere flick of a switch, the exhaust fan having removed stale or smoke-laden air, becomes an air intake fan to bring in cool, refreshing waves of outside air.



Portable . . . stands on floor or adjustable for window width. Equipped with sturdy steel legs and front and rear guards.

WF 20

Like all "Frigid" Products . . . UNCONDITIONALLY GUARANTEED

Honor Brand Name Winner



APPLIANCE DEALER Roy W. Springer, right, of Ross Electric Co., Superior, Wis., receives a "Brand Name Retailer of the Year" plaque from Henry E. Abt, president of the Brand Names Foundation. Retailers in 20 categories were honored in April in New York on Brand Names Day. Looking on is model Leila Hyer.

Coolerator Plans

Intensified support of freezer food plans will be a feature of Coolerator's summer promotional program which the company announced to distributors at a series of 27 meetings last month.

Highlight of the program is the use by Coolerator of the biggest national consumer advertising program in the firm's history. Included are a new direct-mail program, new film and portfolio presentations to dealers and an incentive program for distributor salesmen. The latter is called the Coolerator "Round-up".

The series of 27 meetings were conducted by district managers with the assistance of factory personnel, including H. C. Beresford, director of sales and advertising, F. C. Margolf, sales manager, and N. C. Sabee, sales promotion manager.

month and a "slumber party jamboree" which begins in September. All three will run until the end of the year.

The "orchid" promotion is aimed at making the blanket a "gift for every occasion." The company has designed a new blanket gift box featuring a golden orchid and has arranged to have special orchids flown from Hawaii to retail stores for special promotions. Retailers purchasing a minimum of four blankets will receive a complete package of advertising material.

The "treasure chest" promotion is intended to promote blanket sales on layaway or budget plans. Featured in the promotion is a blanket storage chest on which the company places a value of \$24.95. Purchasers of Universal blankets may secure the chest for \$9.95.

The "slumber party jamboree" is an advertising promotion which includes newspaper ads in 170 key markets throughout the country.

Blankets All Year

A year-round "golden slumber party" has been undertaken by Landers, Frary & Clark to promote sales of the Universal electric blanket.

The promotion, called by company officials the "most powerful" campaign in industry history, embraces three individual promotions which started last month and continue through December. The entire campaign will be backed by a half-million dollar advertising budget.

Behind the campaign, according to electric housewares sales manager S. G. Fisher, is a desire "to extend the electric blanket selling season and to enable Universal to capture a greater share of the potential gift market."

The three individual promotions are a "golden orchid" campaign which started last month, a "treasure chest" layaway which begins next

July 15 is the closing date for entries in display and advertising contests being conducted by the electric housewares section of NEMA.

The two contests are being staged in conjunction with the current electric housewares gift campaigns. First prize industry plaques will be awarded in each of several different dealer divisions. Additional certificates of excellence will also be awarded.

Photos or snapshots of displays or tear sheets of ads should be accompanied by the following information: name and address of store, type of store, name of person responsible for display or ad, comments on results. Entries should be sent to: Contest Editor, Electric Housewares Section, NEMA, 155 E. 44th St., New York.

"Service Rated" for more hot water per hour with

GAS!

The "Toastmaster" Automatic Gas Water Heater is perfect for the budget buyer. It's "Service Rated" on the basis of fast recovery. Mere storage capacity is almost doubled during one hour! And people buy when they aren't forced to take a larger unit than they actually need.

Absolute safety shutoff to burner and pilot with Unitrol Senior. "Ionodic" System (optional) helps prevent corrosion. Aluminized external flue increases efficiency, lengthens service life. Fiberglas-insulated, sides and top. Anti-clog raised port burner. AGA approved.

In 20, 30, and 45-gallon sizes. Each carries a ten-year service warranty. Get all the facts now on the dealership available on this finest of all gas water heaters. Clip and mail the coupon.



TOASTMASTER

...a fine name in appliance merchandising is now on **TWO** types of

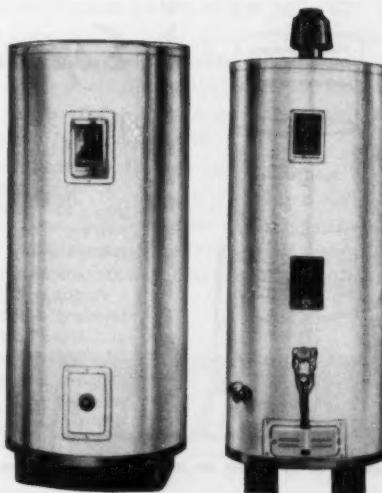
Loads of hot water and only 63¢ a week for
Electricity!

A recent survey of "Toastmaster" Electric Water Heater owners proves that \$2.70 per month is the average operating cost. And 57% said costs were \$2.50 a month or less! Each "Toastmaster" Water Heater can give your customers such outstanding operating economy because: (1) Its "Life-Belt"** Element operates at ultra-high efficiency, heats over a wide area, prevents lime and scale formation. (2) Its sombrero baffle prevents incoming cold water from cooling heated water in the tank; (3) Fiberglas insulation keeps heat in—all heat goes into the water. And this water heater's "Ionodic" System (optional) helps prevent corrosion—guards you against service complaints.

Five Standard models and seven Commander sizes help you satisfy every customer need. Each carries a ten-year service warranty. Return the coupon for full details.



AUTOMATIC WATER HEATERS!



Built by the makers of the famous "Toastmaster"** Toaster

TOASTMASTER Automatic Water Heaters

"TOASTMASTER," "Life-Belt," and "Ionodic" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Water Heaters, and other "Toastmaster" Products. Corp. 1952, Clark Division, McGraw Electric Co., Chicago, Ill.

Mr.
Dealer!
Write
Today!

Sales Manager, McGraw Electric Co., Clark Division
5201 W. 65th St., Chicago 38, Ill. E-62
Please send me full details on the profitable "Toastmaster" dealership checked below:

- Automatic ELECTRIC Water Heater
 Automatic GAS Water Heater

Name _____
Business _____
Address _____
City _____ Zone _____ State _____

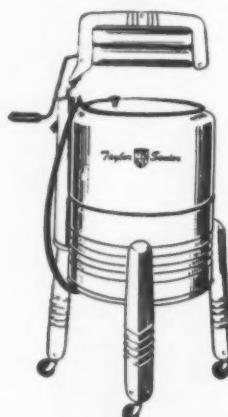
ARMSTRONG

PORTABLE IRONER



BIG IRONER VALUE for LITTLE MONEY

Here's an ironer for AC current you can display and sell with full confidence. Women like it because it saves time and is reasonably priced. Motor is wholly enclosed. Equipped with 21" roll, thermostat that controls heat and signal light which glows while current is on. Elbow control leaves user's hands free to guide clothes. Finished in white enamel and chrome.



Especially
THIS YEAR

ers mean big business for you in today's growing market for time-saving, space-saving, budget-priced appliances.

Portable TAYLOR JUNIOR retails at \$49.95 with wringer and drain hose . . . roll-about TAYLOR SENIOR Sink-Side Washer is only \$69.95 with wringer and motor-driven drain pump.



Your customers know about Taylor washers from such magazines as Better Homes and Gardens, Living for Young Homemakers, and Household . . . better be ready to sell them the Taylor they want.

THE TAYLOR CORP.
Dept. E, Alliance, Ohio

Congratulations for Winner



HONORED FOR having submitted the best name for Silex's 1952 steam iron, Mrs. Thomas Betz of Chicago receives congratulations from TV star Bill Evans. Looking on are John A. Hamilton, advertising and sales promotion director for Silex, and Helen Clines of Good Housekeeping. The winning name: Silex Air-Lift.

Business Ad Awards

Appliance and television manufacturers captured five awards in the third annual competition for advertising in merchandising publications conducted by the Associated Business Publications.

Lewyt Corp. was the only firm in the competition to win two awards, first place for "advertising to link merchandise with seasonal promotions" and an award of merit for "advertising to describe and encourage the dealer to use sales promotion aids." Du Mont's receiver sales division also won an award of merit in this division.

Landers, Frary & Clark won top honors for "advertising which makes the most effective use of multiple pages" and Telechron was given an award of merit for "advertising to merchandise consumer advertising to the trade."

No Arguments. Please

Political atmosphere is going to help sell Westinghouse appliance specialties this summer—but political arguments will have no place in the promotion.

R. M. Oliver, manager of the company's appliance specialties department, last month announced details of a "Get on the Bandwagon" program, which he called the "biggest industry promotion ever staged for electric housewares, bed coverings, fans and vacuum cleaners." Meetings at which dealers are acquainted with the promotion will have a political air, being set up as a convention hall with banners and the menu printed in political jargon.

in political jargon.

But, says Westinghouse, real political arguments will be avoided by the men handling the meetings; they have been "coached on steering talk from controversial political matters to the real reason for the meeting:

selling appliance specialties."

Distributor meetings setting up the promotion were completed last month by two factory teams headed by R. Z. Sorenson, manager of electric housewares, and C. E. Anderson, merchandise manager for the fan department. Distributors this month will hold dealer meetings to coincide with Westinghouse-sponsored radio and television coverage of the actual political conventions.

Oliver said that the promotion was designed to do three things: secure new dealers in these fields, get dealers to feature selling-displays of these products, and supplement factory-sponsored promotions with local dealer programs.

Sales Campaigns

It's inevitable in a presidential election year that many promotions will be built around the "election" theme. Two of the earliest were off and running this month—even in advance of the actual political campaigns.

At the manufacturer level, G-E's range and water heater department was running a "bandwagon election" promotion for its dealers and distributors. At the local level, the Pennsylvania Power & Light Co. was conducting a unique "People's Choice" campaign on ranges.

During the May-June G-E campaign, distributors will be split into three groups according to size. The top distributor sales manager in each group will receive a convertible; second place winners get mink capes for their wives; and runners-up have a choice of a home movie set or golf clubs. Rules and prizes for the dealer contests will vary with distributors.

In the PP & L promotion, both consumers and dealers stand a chance of winning. Each electric range sale during the campaign entitles the purchaser to a chance to win (1) a \$100 credit toward a water heater, freezer or drier; and (2) a \$50 contribution



THOUSANDS of sales-minded, profit-minded dealers said "That's for me!" when they first had a look at the New Fedders Demonstration Center. They quickly recognized that this new Selling Center was the perfect tool to insure a full share of this spectacular room air conditioner business!

BRINGS MAXIMUM SALES FROM 30" x 57" SPACE
Employing the most modern display and visual selling techniques, this selling center provides an organized place to sell, and an organized story to tell. It cues the salesman who is making the product pitch or acts as an automatic salesman when the prospect is unattended.

GET IN ON THE ACT!

If you want your share of this profitable room air conditioner business (low saturation, no trade-ins, full profit deals) stop in at your Fedders Distributor's showroom today and get full details about Fedders new Demonstration Center. Or mail coupon.



MAIL THIS COUPON TODAY!

FEDDERS-QUIGAN CORPORATION
Dept. EM-6, Buffalo 7, New York

SIRS: Please send me full information on how I can put a Fedders Demonstration Center to work on my sales floor.

Name.....

Address.....

Company..... City.....

County..... State.....

LINE WANTED
for
METROPOLITAN
NEW YORK & NEW JERSEY

- We are a hard hitting sales organization, firmly established since 1938.
- We will guarantee to increase your volume by constant coverage.
- We concentrate on your accounts, serving them faithfully and often.
- All information in strictest confidence.

SMITH-BENNY SALES CO.
11 West 42nd St. New York 18, N. Y.

a *Gift*
to feature for every gift occasion

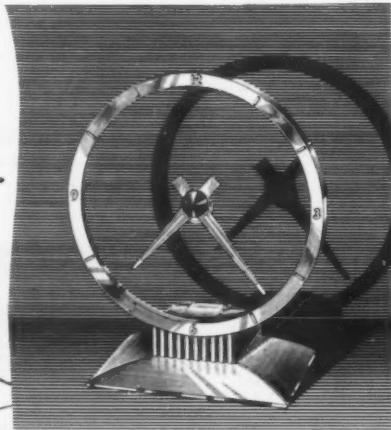


list \$22⁵⁰

PLUS FED. TAX



Many dealers report substantial increases by displaying the "Golden Hour" atop a TV set. Try it . . . see how many clocks accompany TV sets from your store.



EVERY day in the year someone in your neighborhood is searching for an unusual gift for a wedding, birthday or anniversary. You can turn this search into a *sale* . . . by featuring the "Golden Hour" . . . America's most popular gift clock. 24 carat gold plated . . . fully guaranteed.

Call your wholesaler

JEFFERSON ELECTRIC CO. • BELLWOOD, ILLINOIS

to an organization of the winner's choice. Approximately one out of every 30 range buyers will win. One dealer in each of the company's six divisions will receive special "patronage" in the form of five shares of PP & L stock. Retailers are asked to contribute \$50 toward the prize allowance if one of their customers win. The utility contributes the remaining \$50 and the charity gift.

Sell or Give Up?

"Am I going to sell, drift or give up?"

That's the "big decision" appliance dealers face now, Laurence A. Dunn, merchandise manager for the United Illuminating Co., Connecticut utility, told New Haven and Bridgeport dealers in a recent letter. Cautioning dealers that any decision should be based on facts, Dunn outlined the following points:

1) Unit sales of major appliances in the area are below last year—January was 14 percent off January of 1951, February was 27 percent off last year's level.

2) The sales trend has been downward for a year.

3) People have money—Connecticut savings deposits are growing.

4) Plenty of people do not have appliances (for example, 145,000 of the company's 147,000 domestic customers do not have dryers).

5) Good as the "new home" market is, the old home market last year accounted for 75 percent of washers sold in the area—and for large percentages of other appliances.

6) Prices aren't out of line—appliance prices are up 50 to 60 percent over pre-war levels, but autos are up 85 percent, housing 200 percent.

Dunn closed his letter by asking dealers eleven questions. Typical queries included: am I getting my share of sales? do my salesmen know how to sell? do I stock what my customers want?

Magic Carpet Sales

A "magic" carpet giveaway which has produced sales in three out of every four instances has also provided additional business for the mill which manufactures the rugs.

Bendix Home Appliances last fall began offering a 21 by 34-inch cotton pile rug to prospects who would agree to try a Bendix dryer in their homes for 10 days. The woman is given two carpets at the time of the trial and asked to dry one on the line and the other in the dryer. According to Bendix general manager Judson S. Sayre, nearly 50,000 carpets have been used so far and sales have resulted in nearly three out of four cases.

Callaway Mills, Inc., originally considered the small rugs impractical for standard production. But the receipt of continuous orders for the 21 by 34 size which Bendix had specified has convinced the textile executives that the small carpets should be added to their regular lines.

Promotion Briefs

• Westinghouse last month let consumers get in on its "cross feature puzzle" which had previously been limited to retail salesmen (EM, May, page 188). Last month the company offered one open handle iron free with every order for 12 units—the thirteenth iron to be used as a prize for customers winning the "cross feature puzzle."

• Airplanes and ranges have been tied into a single promotion by General Electric and TWA. The idea is to promote sales of G-E's new two-oven range and to stimulate sales of tickets for the basic four engine airliner flown by Trans World Airlines. Both the range and plane are known as Constellations and both were featured in a wide variety of promotional material for dealers.

Two in One Cooking School



APPLIANCE DEALERS in Dallas were able to watch one of the Dallas Power and Light Co.'s semi-weekly TV cooking shows in person and on television at the same time recently when the company presented a closed circuit demonstration. The show was produced on a central stage and relayed to eight monitor sets scattered around the room.

AGAIN *Capehart*

THE INCOMPARABLE

surges ahead with the latest development in television

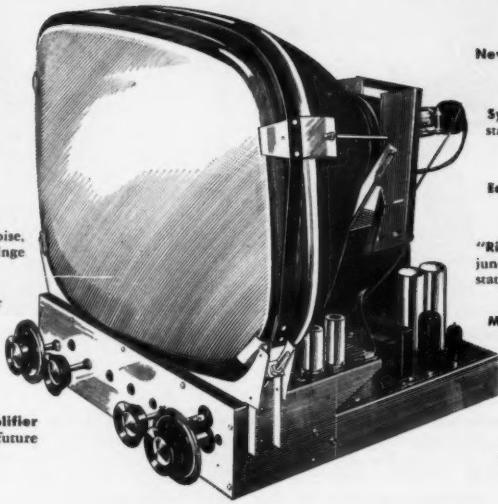
Ask your service man what these CAPEHART features mean in plus performance... easier servicing!

Exclusive Area Control cancels noise, assures maximum performance in fringe or local areas.

Cascade type tuner reaches out for signals... automatically controls signal variance.

All owner operated controls on front panel.

New intermediate frequency amplifier gives top results for present and future UHF channels.



New Video detector and amplifier step up power to higher limits.

Symphonic-Tone System eliminates station buzz... automatically compensates for true-timbre tone.

Easily adapted to UHF—individual channel coils a cinch to insert.

"Right Slant" tube mounting in conjunction with cylindrical face electrostatic picture tube eliminates reflection.

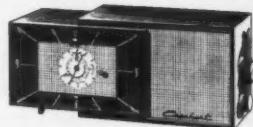
Maximum rated power supply of any chassis on the market.

Automatic focusing system gives constant clarity over complete picture area.

Phone-Jack for all record players.

THE NEW *Capehart* CX-36 CHASSIS

26 TUBES* FOR
 ★ MORE POWER
 ★ MORE QUALITY
 ★ MORE CLARITY



The CAPEHART Clock Radio (Model TC-20). The fastest selling clock radio on the market—the most wanted, the smartest styled. Plastic cabinet in choice of colors. Only \$4995

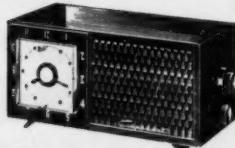
Trust Capehart-Farnsworth to keep strides ahead in the development of new television techniques. Now as the culmination of 25 years of pioneering in television... the CX-36 Chassis makes its bow! Here is POWER... power that reaches out to pull in stations near and far... power that captures an image of superb clarity and fineness of detail.

This new standard of picture quality... teamed with the world-famous Symphonics-Tone System... in cabinetry renowned for distinguished design makes possible a new concept of profit possibilities. A once-in-a-lifetime opportunity to join the selected list of Capehart dealers may be open in your territory. An investigation may be well worth-while. Check your Capehart distributor or write Fort Wayne.

*Including picture tube and 3 rectifiers.



The CAPEHART Personal Portable Radio. Plays where you play. Weighs only 3½ pounds with batteries. Handsomely styled to lead its field for looks and performance. Choice of colors. Only \$2995



The CAPEHART Clock Radio (Model TC-100). Unique new design in clock radios—priced to cash in on the volume market. Superb tone. Plastic cabinet in choice of colors. Only \$3295

CAPEHART-FARNSWORTH CORPORATION, Fort Wayne 1, Indiana
An Associate of International Telephone and Telegraph Corporation



New Comforts For the Home

HEATING: Radiant Panels Cut Building Costs

IN Virginia this spring some buyers were being offered an opportunity to own electrically-heated houses in the new Lee Forest subdivision in Fairfax county. The rambling, four-bedroom, two-bath houses also contained an all-electric kitchen (refrigerator, range, electric sink and disposer)—all for \$18,990.



USKON PANEL: A 1½ inch fastening margin is provided on each side of the panel for screwing to framing members.

—In Virginia this spring a builder put up a 30-home subdivision heated by electric panels.

Neither year-round air conditioning nor electric house heating was yet a boom business. But the former was so far advanced that industry officials could foresee rapid growth in the near future; and electric heating continued to merit serious study by manufacturers and utilities.



G-E PANEL: Units are easily installed by activating mastic tape on backs.

COOLING: Year-round Comfort in Texas And New York

B



IN DALLAS: Year-round air-conditioning is provided in \$12,500 houses like this one in the Dallas project.



IN NEW ROCHELLE: Year-round air-conditioning is a feature of houses in \$42,000 and up Heathcote Heights.

community to be planned for air conditioning in its original construction."

(One important difference between the two developments were the price tags on the houses: the Dallas house sold for \$12,500 while the cheapest Heathcote house was \$42,500 and the "pilot" house listed at \$49,500).

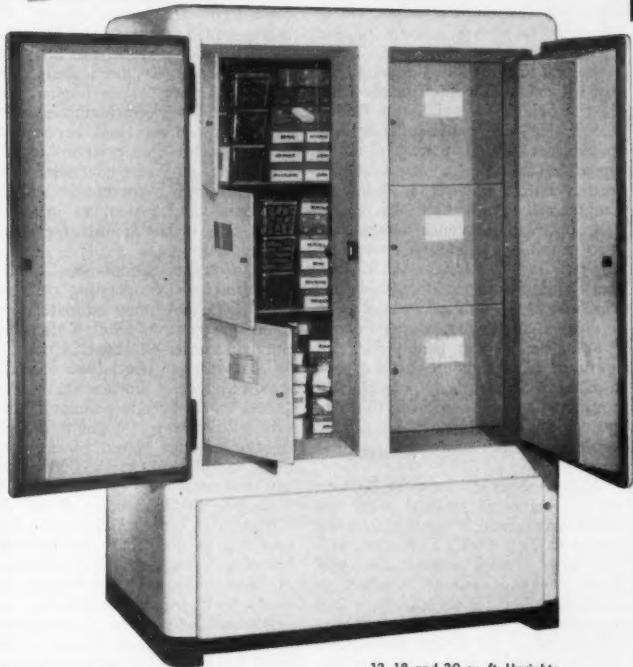
Dallas. The 210-house Dallas project contains homes of contemporary

design, each of which will be equipped for summer living with G-E's packaged summer air conditioner. For heating, the houses have G-E gas-fired warm-air furnaces. The two units are tied together by a common duct system, and heating and cooling thermostats control the temperature the year around. The combined system costs \$1500 installed in the Dallas homes. Operating costs have been

estimated at approximately \$93 a year for a normal cooling season and about \$40 for a normal heating season. (These costs would vary in other localities according to the length of the season and the utility rates in effect.)

New Rochelle. The 75-home Heathcote Heights subdivision will feature a Carrier Home Weathermaker in (Continued on page 186)

There's gold in
them "Chills" partner!



13, 18 and 30 cu. ft. Uprights

BUILT AND SOLD BY TYLER

The Tyler Fixture Corporation is also a pioneer and leading maker of commercial refrigerators and refrigerated display cases for food stores, super-markets, restaurants, hotels, institutions. Famous for advanced design leadership and outstanding values. Plants in Niles, Michigan; Cobleskill, N. Y.; Waxahachie, Texas; Smyrna, Delaware.

OUTSTANDING CHESTS with many unique features!

Attractive Modern Design with rounded corners and white baked-on enamel finish, Five Year Warranty, sturdy Welded Steel Construction, Heavy Chrome-plated Hardware, Single Self-balancing Safety Lid Catch with Lock, Warning Light, Exclusive "O-Kay" Center Plate Coil for efficient freezing and protection to insulation, Adjustable Dividers for easy-to-find organization of contents, Ventilated Recessed Base, Slide-out, Hermetically-sealed Compressor. Outstanding Value with dependable efficiency proved in many thousands of homes!

stays in open position, Pressure Catch with Lock, Warning Light, Exclusive "O-Kay" Center Plate Coil for efficient freezing and protection to insulation, Adjustable Dividers for easy-to-find organization of contents, Ventilated Recessed Base, Slide-out, Hermetically-sealed Compressor. Outstanding Value with dependable efficiency proved in many thousands of homes!



SELL THE COMPLETE HARDER-Freez LINE!

- ★ the major appliance with a major future!
- ★ more profit per sale! ★ no trade-ins — no "must-handle" items! ★ market under 10% saturated in most areas!

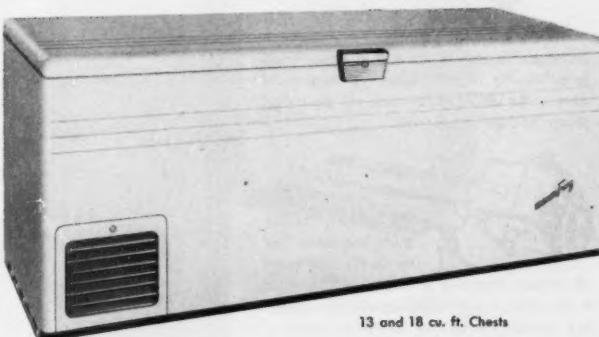
HARDER-Freez HOME FREEZERS, with both Upright and Chest models in the sizes that sell, offer you an opportunity for increasing sales and profits—if your territory is not already covered.

Rising food costs can be combatted with Harder-Freez savings in time, food, and money. That means a growing market for you!

Harder-Freez gives you a complete line, built and sold by the same pioneer manufacturer, nationally advertised and distributed since 1945. Famous for trouble-free, economical operation!

OUTSTANDING UPRIGHTS freeze faster, require less floor space!

FASTER FREEZING—with famous Tyler O-Kay Plate Coils serving as shelves on which food is stored. These are genuine plate coils, with refrigerant in direct contact with entire plate coil surface for greater cooling efficiency and lower operating cost. Much superior to ordinary tube coiling! Compare! **SMALLER FLOOR SPACE**—30 cu. ft. model 60" x 30"—18 cu. ft. model 46" x 28"—13 cu. ft. model 34" x 28". **MAXIMUM CONVENIENCE**—with separate compartments, each with inner door—another exclusive feature!



13 and 18 cu. ft. Chests

Write or Phone today

HARDER-Freez DIVISION

TYLER FIXTURE CORP., NILES, MICHIGAN

Hey, you guys—
WEBB's got your answer!



WEBB TV Wrapabout ...

for handling with extra care



Handle any size TV or radio set faster and more safely with easily adjustable Webb TV Wrapabouts. They're made of ruggedly padded and quilted water-repellent canvas . . . lined with soft white flannel . . . and they slip on in seconds. Because Wrapabouts last years, they pay for themselves many times in efficient deliveries, lasting customer goodwill.



SEND
TODAY

WEBB MANUFACTURING COMPANY, 2918 N. 4th St., Phila. 33, Pa.

Send Wrapabout prices and information on

radio/television set model # _____ make _____

Name _____

Address _____

City _____ State _____

Columbia | ELECTRIC WATER HEATERS

WITH HOT AND SNAPPY FEATURES...

to increase your sales and keep customers "sold"

I'M HOT, the exclusive, 100% efficient Immersion-Type Heating Element. I'm completely submerged so that all my heat is rapidly transferred directly into the water. I'm easy to remove... the tank stays full while you slip me out of my "no-drain" copper well.

I'M SNAPPY, the patented Snap-Action Thermostat. I'll SNAP on and off without chattering or arcing. I'm submerged in the water, too, for accurate, positive temperature control. I'm easy to service or remove... no need to drain the tank... just slip me out of my "no-drain" copper well.

(Illustrated) The DOUBLEX ELECTRIC, one of a complete line of round and table-top water heaters. Sold through leading electrical wholesalers. Write for catalog.

NATIONAL STEEL CONSTRUCTION CO.

500 MYRTLE STREET
SEATTLE 5, WASHINGTON

301 WATER STREET
LOGANSPORT, INDIANA

1801 PASADENA AVENUE
LOS ANGELES 31, CALIFORNIA

NEW COMFORT: HEATING

CONTINUED FROM PAGE 184

season (based on calculated BTU losses and the normal degree days for the area) would be approximately \$250.

Utility Attitude. VEPCO's attitude toward this development was fairly typical of utilities throughout the country; most power companies make no effort to promote electric heating, are frank in explaining its costs, but will serve those homes where such heating installations are desired. But many utility people feel that the day of electric house heating is approaching—and some even feel that the day is not too far off when they will actively be promoting it.

Several Forms. The Virginia homes used General Electric panels. Also in the field is United States Rubber Co. which has been marketing such panels for several years. (G-E has spent some time in developing its panels but is not yet in full scale commercial production on them). The principal difference between the two panels is in the conductors used in each system. Uskon (U.S. Rubber's trade name for its panels) uses carbon-coated rubber while G-E utilizes a copper-alloy wire element.

(Nor are radiant panels the only form of electric house heating now available. Several firms manufacture resistance space heaters for this purpose and some companies use electric cable in ceilings and floors for this purpose.)

U.S. Rubber got into the business almost before it realized what was happening when it heated a model home on New York's Fifth Ave. with the units. Public interest and publicity on this project resulted in enough orders to get the firm into original pilot plant production. About 75 percent of the Uskon installations are as supplementary or auxiliary heating in bathrooms, expansion attics and so forth in existing homes (supplementary implies no other form of heat in the area while auxiliary indicates that the panels are used to complement other heat sources). Somewhat surprisingly, the midwest has proven to be a particularly good market for the unit. On paper, at least, other areas with milder weather and more favorable utility rates should be the primary markets. At the present the company is still setting up a dealer organization and plans no consumer advertising until this task has been completed.

each house. Although the units have been installed in approximately 1500 other homes (particularly in the South and Southwest) the New Rochelle development is the first, says Carrier, which has been planned for air conditioning in its original construction. The Weathermakers combine a gas furnace and hermetically sealed electric refrigeration in the same unit. Both are controlled automatically from a thermostat and use the same duct system to introduce either cold or hot air into the rooms of the house.

In the face of Westchester County's stiff utility rates, operating costs are high. One spokesman estimated year-round operation at \$500. Others put the figure lower—at about \$1 per day. In the short (100-day) New Rochelle season the three horsepower cooling system would operate perhaps 15 percent of the time. Without a recirculating system water consumption alone would total over 86,000 gallons in the season.

Despite the high costs of this development, Carrier officials insist that costs can go down. On the planning board is a midwestern development of houses in the \$18,000-\$20,000 class. And obvious construction savings would be possible: air conditioning, they said, would eliminate the need for movable windows, windows could be grouped to reduce framing costs, wings for cross ventilation would not be necessary; and window and attic fans could be eliminated.

Electrical APPLIANCES

GOOD
RIDDANCE
Sale

Gleek

"I THOUGHT I MADE IT QUITE CLEAR THAT IT WAS TO BE A 'CLEARANCE' SALE!"



They're all talking about the *Universal* GAS RANGE WITH THE Wheel-about

Only once in a blue moon could a new appliance feature create excitement like this.

These are only a few of *hundreds* of picture stories, articles and rave notices that have spotlighted the new Universal Wheel-about cart for millions of readers of leading national magazines and newspapers!

For dealers, this nationwide interest means a once in a blue moon opportunity to stimulate traffic and sales. Don't miss it!

Write, wire or phone now for complete information about the franchise that will put this exciting feature to work for you.

CRIBBEN & SEXTON CO.
700 N. Sacramento Blvd. • Chicago 12, Illinois

See it at the Summer
Market... Space 538-A
American Furniture Mart
Chicago, Illinois

Schick, Inc.

CHESTER G. GIFFORD



SY MOORMAN

Chester G. Gifford, who has been executive vice-president of Schick, Inc., has been elected president of the firm. Kenneth C. Gifford, former president, continues as chairman of the board. Two new vice-presidents have been named: Sy Moorman, formerly in charge of sales and advertising, becomes vice-president and general sales manager; Tom Garry, formerly plant manager, is now vice-president in charge of production and engineering.

Motorola, Inc.

EDWARD R. TAYLOR

Edward R. Taylor has been named assistant to Paul V. Galvin, president of Motorola, Inc. He will have charge of coordinating sales and merchandising activities on radio and TV. He was formerly with Hotpoint.

Casco Products Corp.

New assistant sales manager in the home appliance division of Casco Products Corp. is Harry H. Hughes. He comes to Casco from Silas Wooton & Co., where he was a manufacturer's representative.

New Positions

Hotpoint, Inc.

JOHN C. SHARP

John C. Sharp has been elected president, general manager, and a director of Hotpoint, Inc., to succeed James J. Nance who has become president of Packard Motor Co. Sharp has been with Hotpoint for 23 years, most recently as vice-president and chief engineer. Before joining Hotpoint he was with Standard Oil Co. He has attracted industry attention for the studies on high frequency heating which he directed. He has also won several national citations for major appliance designs developed under his direction.

Landers, Frary & Clark

BRET C. NEECE



ALBERT S. BROSS

Richard L. White leaves the presidency of Landers, Frary & Clark to succeed Arthur E. Allen, who is retiring as chairman of the board. Bret C. Neece, formerly vice-president in charge of sales, becomes president of the firm, and Albert S. Bross takes over his post. Donald F. McManus, company controller, is treasurer.

Motor Wheel Corp.

M. F. COTES

M. F. Cotes succeeds the retiring John E. Garlent as president and general manager of Motor Wheel Corp. He has been serving as executive vice-president, and will continue to serve as general manager of the Duo-Therm Division. Two new vice-presidents have been elected: Karl Egeler, who has been sales manager of the Duo-Therm Division, becomes vice-president in charge of Duo-Therm sales; and D. F. Jones, chief engineer of the Duo-Therm Division, becomes vice-president in charge of Duo-Therm engineering.

Stromberg-Carlson Co.

SIDNEY R. CURTIS



CLIFFORD J. HUNT

In line with increased defense contract activities, Stromberg-Carlson Co. has appointed Sidney R. Curtis, former vice-president and general manager of the radio-television division, vice-president in charge of government contracts. Clifford J. Hunt, former general sales manager of the radio-television division, is now general manager.

Hoover Co.

OSCAR M. MANSAGER



H. W. HOOVER, JR.

Several new appointments have been made within the Hoover Co. Oscar M. Mansager, general sales manager, has been named vice-president, sales; H. W. Hoover, Jr., assistant vice-president and field sales manager, becomes vice-president, field sales; C. Gordon Troxler, formerly assistant vice-president, production, is now vice-president, production; and Lawrence E. Connelly, assistant vice-president, personnel relations, is vice-president, personnel relations.

Coroaire Heater Corp.

T. G. LEONARD

T. G. Leonard has been appointed vice-president of the Coroaire Heater Corp. Leonard joined the Coroaire sales organization in 1946, and has most recently been assistant national sales manager.

CBS-Columbia, Inc.

Mort Barron has taken the post of assistant sales manager for CBS-Columbia, Inc. He is succeeded as assistant to the president by George DiRado, who was formerly with Raytheon Mfg. Co.

NEW! Duo-Therm Silver Jubilee Regency Oil Home Heater



18,000 BTU's

2 Dual Chamber Burners!

Here's the best way we know
to say thanks for helping us
grow...a heater built to make
our birthday your party!

- It's the completely new Regency, Duo-Therm Model 825, with a double order of beauty and BTU's.
- TWO exclusive Duo-Therm Dual Chamber Burners, each independently controlled.
- Dramatic new styling . . . looks like a fine hand-crafted furniture or television console.
- FOUR radiant doors for any degree of radiating and circulating heat.
- TWO exclusive Duo-Therm Automatic Power-Air Blowers and optional room thermostat may be added for fully automatic forced-air heating.

* * *

The greatest opportunity in 25 years for you to *sell up* and double your money! And here are some of the many ways we'll help you do it . . .

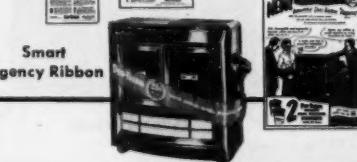


1. Full-page national ads on this new Duo-Therm model in LOOK, HOUSEHOLD, PATHFINDER, MODERN ROMANCES, TRUE STORY, FARM JOURNAL and RURAL GRAVURE. Reaching every type of prospect during the height of your fall retail selling season!
2. Special point-of-purchase material to help you promote and display this brand new Duo-Therm!



Smart
Regency Ribbon

Store Window Banner



More than 2 million warmly satisfied customers...

Duo-Therm

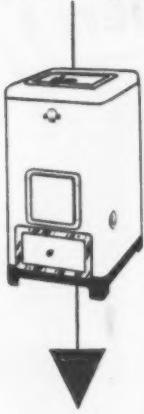
Always the Leader!

DIVISION OF MOTOR WHEEL CORPORATION • LANSING 3, MICHIGAN



15 Duo-Therm Oil Home Heaters from \$57.00 to \$169.95 (less tank) retail . . . all Duo-Therm Silver Jubilee SUPER VALUES

DUO-THERM is a registered trademark of the Motor Wheel Corp. Copyright, 1952

here
in ten words
is the
CALCINATOR
story

only
CALCINATOR
disposes of
all garbage
and
burnable
trash
automatically

10 words that pack a powerful sales story! Electric Calcinator is automatic. There is nothing to watch . . . nothing to turn. Calcinator is carefully engineered, trouble-free—built for a long life of satisfactory service. Calcinator is profitable.

Also models for natural, manufactured, mixed and oil LP gases. Write dept. EM for more information.

CALCINATOR

VALLEY WELDING & BOILER CO.
Bay City, Michigan

Webster-Chicago Corp.



NORMAN C. OWEN

Newly named general sales manager of Webster-Chicago Corp. is Norman C. Owen, who has been sales manager of the distributor division. He replaces W. S. Hartford, vice-president in charge of sales, who has retired.

Whirlpool Corp.



JACK D. SPARKS

New sales promotion and advertising manager for Whirlpool Corp. is Jack D. Sparks, who has been on a special assignment in the defense contracts division.

Bendix TV and Radio Div. Bendix Aviation Corp.



ARTHUR E. WELCH

Arthur E. Welch has been named assistant general manager of Bendix TV and Radio. He leaves Raytheon Mfg. Co., where he has served as national merchandising manager.

Victor Products Corp.

New district manager of the central territory for Victor Products Corp. is Harry E. Corley.

Sessions Clock Co.



LEONARD A. ROULIER

Leonard A. Roulier is the new sales promotion manager for Sessions Clock Co. In addition he will act as sales representative in the New England district. Roulier has been associated with the purchasing and advertising departments.

Capehart-Farnsworth Corp.



E. HOY McCONNELL

E. Hoy McConnell has been appointed manager of radio sales for Capehart-Farnsworth Corp., with responsibility for small radio sales activities. He joined Capehart in 1950 as sales training manager, and has since served as special field sales representative and sales promotion manager.

Allen B. Du Mont Laboratories, Inc.



FRED A. LYMAN

Fred A. Lyman has been promoted to the newly created post of national merchandise manager of the receiver sales division, Allen B. Du Mont Laboratories, Inc. He has been manager of Du Mont's New York factory distributor branch, and before that was assistant national sales manager.

Nail Down Profits With These 3 Popular Empire METAL WARE

ELECTRIC LANTERNS

SAFEWAY

Travelite No. 958



\$5.95



\$3.50



\$4.50

Meet the great Farm, Sports, and Motoring demand for Electric Lanterns with these three **EMPIRE** styles. Nationally Advertised, this popular trio will keep your stock rolling—your profits growing.

Empire Ask for the **EMPIRE** Electric Lantern Catalog.

The METAL WARE Corp.
Two Rivers, Wisconsin

HERE'S PROOF

THAT
YOU
CAN...

INCREASE
STORE TRAFFIC!

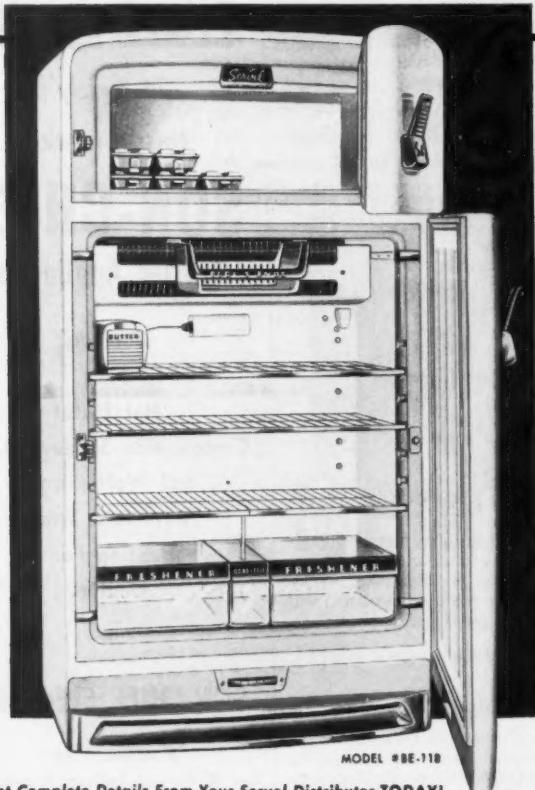
SELL MORE
REFRIGERATORS!

MAKE MORE
MONEY!

WITH SERVEL'S PROOF OF SUPERIORITY PLAN

LOOK WHAT IT DOES FOR YOU!

- 1 Servel's brand-new Proof of Superiority Promotion Plan puts more Servels in more homes for only \$1.00 per installation.
- 2 Once in the home a Servel is 90% sold. Servel's Proof of Superiority Plan makes closing sales so much easier...faster.
- 3 You trade for less! When your customer sees the new Servel in her kitchen and proves its superiority for herself—that's it!
- 4 You avoid price cutting! Hang on to those profits! With this Proof of Superiority Plan you will attract prospects, protect your prices and assure your profits.
- 5 Servel insures you on every demonstration! When you put a new Servel in your customer's kitchen you're insured with Servel's Proof of Superiority Plan.
- 6 You sell more! Make more! It certainly stands to reason that with more Servels in more homes—and with each sale easier to close—you are sure to make more sales and profits!



Get Complete Details From Your Servel Distributor TODAY!

THE PROOF!

Pleaser Electrical Appliances, Hempstead, Long Island, gives a good example of the kind of results dealers can expect of Servel's Proof of Superiority Plan:

In 3 short weeks, Mr. Pleaser sold more Servels than the combined total of the 4 other leading makers of refrigerators he handles. Price cuts and long trade-ins were practically eliminated.

"It's by far the best money-making promotion ever put on in my stores," says David Pleaser, Owner.

NOW...TIE IN! CASH IN! PROMOTE!

USE SERVEL'S POWERFUL NEWSPAPER, OUTDOOR,
RADIO, TV AND DIRECT MAIL CAMPAIGNS TO
SELL THIS NEW KIND OF REFRIGERATOR!

- ✓ No Moving Parts in Servel's Freezing System! Nothing to wear or make noise!
- ✓ Stays Permanently Silent!
- ✓ Only Freezing System that goes into action on a change of even one degree!
- ✓ Frozen Food Compartment actually gets colder during defrosting!
- ✓ Runs on Gas, Electricity!
- ✓ Ten Year Warranty on freezing system! Twice as long as any other!

PLUS: WORLD'S GREATEST COMBINATION OF INTERIOR FEATURES

- Butter Conditioner
- Dew-Action Fresheners
- Odds-and-Ends Basket
- Adjustable Shelves
- New-Design Door Handles
- Choice of Interior Color Decoration!

Ice Blue • Sunfront Green
Luminous Gold

Servel
ELECTRIC
REFRIGERATORS



See THE ONE MINUTE LINE

The longer you look—the more you compare—the surer you'll be to take One Minute as your money-making, friend-making line. Stylish, yes! There's nothing more beautiful at the price either! But, "handsome" is as handsome "does" and that's where sturdy built, soundly engineered products that proudly bear the One Minute name pay you more in consumer acceptance, more in long-lived customer satisfaction.

Spend less on service.
Leave more profit in the bank.



INVESTIGATE ONE MINUTE'S DEALER DEAL

As a One Minute Dealer and profit participant, you will inherit the active good will of three generations of loyal housewives who KNOW firsthand they can depend on trouble-free washdays with One Minute equipment. See us at the Show or write us NOW!



WANTED! DEALERS AND DISTRIBUTORS

in
limited areas

for the internationally famous
nationally distributed

PHOENIX SEWING MACHINES



The only zig-zag sewing machine with Built-in DARNER, WORK LIGHT and with NON-CLOG feature.

Write NOW to

PHOENIX SEWING MACHINE
SALES CORP. OF AMERICA
3855 N. LINCOLN - CHICAGO, ILL.

See the entire line displayed
at FURNITURE SHOW
JUNE 16 to 26th, ARENA
ANNEX—CHICAGO



We have complete warehouse and production facilities... prepared to serve you with new modern machinery and tools which are operated by qualified factory-trained personnel.

Cord sets, cables, wire harnesses to government and civilian specifications.

Our new catalog is just off press and available... write NOW!

"National distributor and warehouse for ANACONDA darsene television and radio wires and cables"

Columbia
WIRE & SUPPLY CO.
2850 Irving Park Road • Chicago 18, Ill.

Westinghouse Electric Corp.



W. NELSON ABBOTT



ROBERT P. BROOK

New merchandise manager of the refrigeration specialties department of the Westinghouse electric appliance division is W. Nelson Abbott, who was sales promotion manager for Westinghouse Electric Supply Co. in St. Paul, Minn. Robert P. Brook has been named merchandising manager for electric ranges. He has been supervisor of electric range advertising. Jack D. Lee, formerly of the headquarters refrigeration sales staff, is now supervisor of sales training for household refrigeration.

Revco, Inc.



J. W. RIETZKE

The newly created position of sales promotion and advertising manager for Revco, Inc., is taken over by J. W. Rietzke, who has been associated with a northwestern Ohio appliance distributor.

Fedders-Quigan Corp.

Troy Cooper has been named Pacific Coast district sales manager for Fedders-Quigan Corp. He leaves his own distributor business in Joplin, Mo.



HOT WATER FAST

With

Flasheat

America's Favorite
Electric Water Heater

Just put the unit in a container of water and plug into electric circuit (110 volt AC or DC). Weighs 1 lb. 2 oz. Heats water in record time.

Has many uses, such as: Heating water for laundry, bath, shaving, warming baby's milk, sterilizing bottles, heating canned foods, etc. Ideal for homes and farms not having any other good way to heat water fast and conveniently.

ONLY \$5.95 LIST

SOLD ONLY THROUGH JOBBERS

• Write for Literature

G. L. ELECTRIC CO.
20725 Harper Detroit 24, Mich.

Priced to SELL

in today's
tough market

SON-CHIEF Traffic Appliances

Toasters

Fans

Hot Plates

Combination Sandwich Grill
and Waffle Irons

Automatic Irons

Heating Pads

Heaters

SON-CHIEF ELECTRICS

Inc.

WINSTED, CONN.

Over 30 Years of Appliance Manufacturing

His business paper...of course



No man who takes his job seriously takes his business paper lightly. You'll find the **Best Informed Men in your Field** read every issue... straight through. They can't afford not to. Matter of fact, who can, in these fast-moving times? New ideas, new products, new methods, new techniques crop up one-a-minute. Today, change is the one thing that's certain... and when your own formula for change is a better job, a bigger profit, a more important place in the industry, you *need* the continuous touch with facts and news and "how-to" that only your business paper provides. The editors continuously scout the field for you; the advertisers report new products or

new ways to use old ones... new profit angles... new sources for things you buy. Read cover to cover—with a sharp eye. That's what makes *you* one of the **Best Informed Men in your field**, too.

Did you know that this business paper... because it's a member of the Associated Business Publications... has some extras to offer you? It's a *paid-circulation* paper... which means the editors must keep their magazines well sold and well read. They get together continually in the Association... meet other editors in clinics, conferences and courses... work to make a good paper a better paper—to serve you in more and more ways. Your business paper is worth every minute you spend with it!

NEXT ISSUE the Best Informed Men in your Field will be reading ...

ELECTRICAL MERCHANDISING

One of a series of advertisements prepared by THE ASSOCIATED BUSINESS PUBLICATIONS



Astral GRABS A NEW, UNTOUCHED MARKET— PORTABLE SPOT REFRIGERATION

A new profit item for Electrical Dealers



Dimensions: 22½" by 22" by 21¼"

MIRACLE COOLING UNIT
Dual Voltage—giving you the choice of any low voltage or 110 volts or 220.
AC or DC any cycle
Absorption principle
Tiny 95-watt element
Silent as the falling snow
Overhead—Warranted
No moving parts

AVAILABLE IN WALNUT, BROWN
MAHOGANY AND WHITE FINISHES

PORTABLE SPOT REFRIGERATION

a new concept — a new product
to fill an old need...refrigeration
where and when you want...

FOR HOMES • FOR BOATS • FOR TRAILERS • FOR
HOME BASE • FOR MOUNTAIN AND RESORT COTTAGES
FOR BUSINESS AND PROFESSIONAL OFFICES

ASTRAL BLASTS 14 SALES AVENUES

Complete National Advertising Covering All Dealers

WRITE TODAY FOR FULL DETAILS

ASTRAL INDUSTRIES P. O. Box 239, Northvale, N. J.
Gentlemen: Please send me full details on the New Astral.

Name _____

Address _____

City _____ Zone _____ State _____

Astral INDUSTRIES, INC.
P. O. Box 239 Northvale, N. J.

Distributor News

Facing the Music: Jenkins Drops Appliances

The appliance distributing operations of the Jenkins Music Co., Kansas City, Mo., have been discontinued to allow the firm to concentrate its merchandising efforts in the retail music field. The company plans to add a "material" number of retail music stores to its present chain and will continue to merchandise television, radio and appliances in those stores where these products are sold.

Kenneth G. Gillespie, vice-president and general manager of the firm, attributed the move to a desire on the

firm's part to "insure the continuous building of service to customers on which the success of the company was founded." The wide diversification of the industry, growth of population and creation of new homes and development of a much greater interest in music led the firm to concentrate its efforts in the music field.

Dealers will continue to be serviced by the wholesale division until new distributors have been named. These moves were expected to be completed by June 1.

Graybar Electric Co.

T. A. Huston has been appointed to the newly created position of manager, appliance field surveys, for Graybar Electric Co., with headquarters in New York City. His principal responsibility will be to work with the Graybar field organization to improve the effectiveness of the appliance operation. He was formerly district appliance sales manager at Boston.

F. M. Sholders has been appointed manager of the Omaha branch of Graybar, succeeding D. L. Harper, who has been named Jacksonville, Fla., manager. Sholders has been manager of Graybar lighting sales at Kansas City, Mo.

Seven Ohio towns are carrying the ten-minute baseball scores program, "Tenth Inning," sponsored by Graybar's Erie district. The show highlights dealers carrying Hotpoint appliances.

Kane's Gamble



MONTE CARLO moved to Cleveland recently as the Kane Co., Admiral distributor, opened its spring sales drive with a party at which every dealer (and his wife) had a crack at the big punchboard. Prizes ranged from \$1 to \$50, with the payoff handled by a model dressed like a gambling cashier (it says here!). All spring Kane salesmen have been carrying punchboards with them, with dealers taking the number of punches to which their sales have entitled them—payoff by the salesmen, in cash.



MEIER Window Fans

There's no fan as modern as a Meier reversible window fan. Actually two fans in one . . . an exhaust and an intake fan at the mere flick of a switch. Do you have the modern reversible window fan . . . it's electrically reversible! In either 16 or 20" size.

Four other models:

- 20" window fan with automatic timer.
- Breeze-A-About Deluxe—an all purpose fan for home or office.
- New 16" portable—for economical summer cooling.
- Filt-R-Fan filters as it cools.

Send today for new complete catalog of all Meier products just off the press.



Let's Have Another Cup



ONE WAY to a dealer's heart is through his stomach, Roth Distributing Co., Milwaukee, has found. Located off the beaten track, Roth relies on its salesmen to win visits from out-of-town dealers by passing out cards good for a meal at Roth's cafeteria. Here A. L. Nelson, Roth general sales manager, has a cup of coffee with F. L. Bathazor, Homemaker Hardware & Appliance Co., Madison, Wis.

R. W. Fordyce Co.

R. W. Fordyce, general sales manager of the Bendix radio, television and broadcast receiver division of Bendix Aviation Corp., is resigning to form his own distributing firm, the R. W. Fordyce Co., in Miami. The firm will handle the Bendix television and radio lines for the southern Florida area, and will have branches in Orlando, Tampa and St. Petersburg. Before taking the sales post with Bendix in 1949, Fordyce distributed Bendix products in eastern Pennsylvania and southern New Jersey.

G-E Appliances, Inc.

James J. Slattery has been elected vice-president and appointed general sales manager of General Electric Appliances, Inc. He was formerly with Montgomery Ward & Co., which he joined in 1941, serving from 1945 until last December as merchandise manager of the refrigeration and range divisions.

New operating manager of the Pittsburgh branch of General Electric Appliances, Inc., is Lowell K. Ennes. For the last six years he has been operating manager of the Philadelphia branch.

Peirce-Phelps, Inc.

New warehouse facilities to speed the handling of merchandise have been opened in Allentown, Pa., by Peirce-Phelps, Inc., Philadelphia appliance distributor, as part of its expansion program. The warehouse, a one-story brick building, occupies an area of about 125,000 square feet. More than 300 Allentown area dealers attended a dinner in observance of the new project.

Emerson-New York, Inc.

A testimonial dinner was given for Miss L. M. Guth on the occasion of

her retirement from active business as treasurer of Emerson-New York, Inc., distributors for Emerson television and radio in the New York metropolitan area. Miss Guth started with Emerson when it was organized in 1915, beginning as assistant in the credit department and becoming credit manager. When the firm was reorganized as Emerson Radio and Phonograph Corp. in 1922, she became office manager and assistant to Benjamin Abrams, president. When Emerson-New York, Inc., was organized in 1937, Miss Guth became treasurer and a director of the new company, positions which she held until her retirement. She has also been active as a member of credit organizations.

Philco Corp.

Nearly 400 Philco dealers from the eleven western states were flown to Hawaii during May for an all-expenses-paid vacation as guests of Philco distributors in the area. The trip was climaxed by a grand finale champagne dinner. Dealers were chosen on the basis of their sales performance during the first part of the year.

York Supply Co.

A new department, the sales promotion and advertising department, has been set up by York Supply Co., Dayton, Ohio. Robert I. McConachie, who will direct its activities, has been made vice-president and general merchandise manager. He will be succeeded as sales manager of the home equipment division by Gene E. Jones, who in turn will be succeeded as buyer for the division by Roger Ervin. The latter has been a floor salesman. The firm also announces that it has opened a new warehouse in Lexington, Ky., beginning with a "kick-off" dinner and following with a three-day open house. This is the seventh warehouse opened by the firm.

Throws a Powerful Beam for HALF-A-MILE

- Adjustable 120° swivel head.
- Sealed-Beam makes battery last up to EIGHT times as long as ordinary bulb.
- Rubber covered steel handle. Fatigue, shock and frost proof.
- U. S. approved slide switch within easy thumb reach.
- Made of beautiful, heavy gauge polished aluminum.

EXCLUSIVE FEATURES:

- One second loading feature. Patented contact device—works automatically when cover closes. No wires to connect. Battery fits in ANY position.
- Requires ONE standard 6 volt lantern battery—available anywhere in the world.
- Replaceable Westinghouse Sealed-Beam Unit—Stays 100% bright for the life of the lamp.
- So perfect in design and manufacture that it will operate EVEN IF COMPLETELY IMMERSED IN WATER!

Ask us About the Complete Richberry Line
RICHBERRY ELECTRIC CO.
Affiliate of Glenco Test & Mfg. Co.
2235-45 WEST CERMAC ROAD, CHICAGO 8, ILLINOIS

Old-Established Wholesaler Tells

HOW TO BEAT THE SUMMER DOLDRUMS

Without adding a penny to your overhead you can add many dollars to your profits this summer. You can beat the warm-weather sales sag by using present facilities and personnel to sell fast-moving musical merchandise with surefire summer sales appeal.

Ukuleles, guitars, harmonicas, portable phonographs, etc., are hot weather naturals because they are ideal vacation instruments, bought by the thousands every summer. They involve no special sales experience, no added display equipment, no extra expenses. In other words, there is *NO* reason why you should not cash in on a rich, profitable, established market.

We are one of the world's largest, best known wholesalers of musical merchandise. Our catalog, describing 10,000 items, enables you not only to stock selected summer specials, but to sell *anything* in music a customer may want. Is investigation worth three seconds of your time? Then by all means send in the coupon below.

TARG & DINNER, Inc., 425 S. Wabash Ave., Chicago 5, Ill.

Without cost or obligation, send me a copy of your 256-page catalog of musical merchandise.

Name
Address City State

MERCHANDISING

SUPPLEMENT

Products, Services — For More Sales, For More Profits

UNDISPLAYED RATE:

\$2.25 per line per insertion. Minimum 3 lines. (First line in small black face type.) Fractions of a line count as line. Discount for 10% if full payment is made in advance for consecutive insertions of undisplayed ads.

DISPLAYED RATE:

\$19.30 per inch per insertion. Contract rate on request. An advertising inch is measured vertically $\frac{1}{16}$ inch on one column. There are 4 columns—48 inches to a page.



CUT delivery time, SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it features. Aluminum alloy frame, 58" tall, has smooth running wheels for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

* $\frac{1}{4}$ " Web strap fastens appliances tight with the patented (30 second action) strap ratchet — Yeats exclusive.

Carrier STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.



Yeats Appliance Dolly Sales Co.

2124 N. 12th St.
MILWAUKEE 5, WIS.

Modern Appliance Displays Need LIGHTED MOTION!

The Action
Display-Way
To Boost
Your Sales!

Roto-Sho
ELECTRIC TURNTABLES

THE OLDEST NAME in turntables assures you profitabile, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, requires 3 times more power, provides novel self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



• Carries up
to 200 lbs

• Lights turn
with table

GENERAL DIE AND STAMPING CO.
Integrity Since 1919
Dept. 65, 267 Mott St. New York 12, N. Y.



MEND-IT SLEEVE
Permanently repairs broken
coils in electric appliances and
industrial equipment. Repairs
appliance cords, auto and truck
ignition wires, and all similar
uses. Made of heavy
Time-Tested-Successful-Economical
Write for Catalog
MEND-IT SLEEVE CO., INC.
136 Beulah Av., Piedmont H., Calif.

Roll 'em with ROLL-OR-KARI DUAL TRUCKS

The safe, easy and
quick way to handle
appliances.
Patented Step-On
Lift—Folding handles.
Cap. 1,000
lbs. Ship.wt. 45 lbs.
REGULAR MODEL equipped with fixed wheels.
DE LUXE MODEL with swivel wheel at one end.
Write Dept. B.

ROLL-OR-KARI CO.
Manufacturers ZUMBROTA, MINNESOTA

HAND TRUCKS for Safe & Easy handling of

RANGES, REFRIGERATORS,
DEEP FREEZE AND AIR
CONDITIONING UNITS,
RADIO & TELEVISION

SELF-LIFTING PIANO TRUCK CO.
FINLAY, OHIO

This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue
with these additional announcements of products
and services of special interest in the sale
and servicing of electrical appliances and in
other merchandising opportunities.

Electrical Merchandising

SEARCHLIGHT SECTION

(Classified Advertising)

SELLING
EMPLOYMENT

"OPPORTUNITIES"

MERCHANDISE
BUSINESS

WANTED

NEW ELECTRICAL PRODUCT TO MANUFACTURE AND MARKET

By well established, medium size, independent manufacturer of electro mechanical devices. Has national distribution through finest hardware, electrical distributors, department stores, mail order houses. Interested in new products to make and market.

Basis outright sale or royalty.

BOX BO-2984 ELECTRICAL MERCHANDISING, 330 W. 42nd St., N. Y. 36, N. Y.

WANTED

NATIONAL SALES MANAGER

TOP SALARY, applications
strictly confidential

PALMER MFG. CORP.

Mfrs. Heating & Cooling Equip.
Phoenix, Arizona

MANUFACTURER'S AGENCY

Desires Additional Lines
Southeastern States

Experienced, Active Agencies and Successful
Excellent Personal Relations with Leading Wholesalers. Associates in Principal Cities. Warehouse facilities available. New Accounts Guaranteed.

BA-3011, Electrical Merchandising
330 W. 42 St., New York 36, N. Y.

REPLIES (Box No.) Address to office nearest you
NEW YORK: 330 W. 42nd St. (36)
CHICAGO: 520 N. Michigan Ave. (11)
SAN FRANCISCO: 68 Post St. (4)

POSITION VACANT

NATIONAL SERVICE Manager for rapidly growing package air conditioning manufacturer. Experience in selling to the trade, distributor and dealer—user service procedures essential. Applicable mechanical training or experience desirable. P-4360, Electrical Merchandising.

SELLING OPPORTUNITY WANTED

APPLIANCE DISTRIBUTOR established 20 years, selling Restaurant Equipment Dealers offer fine market opportunity to manufacturers who have or can develop items for this field. Very active A&C Sales Force. Will take accounts from commercial bars. Please reply fully. President, S. A. Corp., 1775 Broadway, Suite 609 N.Y.C. 19.

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(Classified Advertising)

H. E. Hiltz, Mgr.

EMPLOYMENT

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This index is published as a convenience to the reader. Every care is taken to make it as accurate as possible. ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.



How Many in 1952?

You can help maintain steel production . . . for military and civilian needs . . . by salvaging your iron and steel scrap—*now* and regularly.

Steel mill productive capacity is being constantly increased, and we *can* meet military and civilian demands . . .

If we all pitch in and turn in our iron and steel scrap

Scrap is the scarce commodity. The amount of *working* scrap—the wastes of metal-working, such as

trimmings, borings, etc.—is not enough for the enlarged furnace capacity.

It will take the *dormant* scrap to keep the furnaces running—old, outmoded machinery, equipment and parts that you've already “junked” or *can* junk because you have no further use for them.

We need extra millions of tons of scrap this year and next year. All of us can help by clearing out our plants and yards—*now*.

NON-FERROUS SCRAP IS NEEDED, TOO!

This advertisement is a contribution, in the national interest, by

McGRAW-HILL PUBLISHING COMPANY, INC.

330 WEST 42nd STREET

NEW YORK 36, N.Y.



Figures Don't Lie



WE wrote a piece in this space last month commenting on the fact that independent appliance-radio-TV dealers face threats to the continuation of their business existence. Over-production of goods, combined with an enormous apathy on the part of buyers, set the stage for frantic and ill-considered efforts to move merchandise. Prices have been mutilated beyond recognition; backdoor selling has been not only condoned, but fostered; discount houses have enjoyed a field day; and a nasty assortment of "fringe" outlets of every conceivable description have been permitted to track their muddy feet into the industry's front parlor.

Small wonder that independent dealers, with sales and service reputations to protect in their respective communities, are beginning to feel that the game is no longer worth the candle. The hard fact they face today is that profits are reaching the vanishing point; that higher costs and lower margins permit no scope for the "good, old-fashioned selling" demanded of them; and that all their efforts are directed to that hairline which separates a profit from a loss.

Mute but irrevocable evidence of this tragic impasse dealers face is contained in the sixth annual costs-of-doing-business survey, recently completed by the National Appliance and Radio-TV Dealers Association. The complete study covering the year 1951 is published elsewhere in this issue and should be on the required reading list of all distributors and retailers. We know that hundreds of dealers cooperated in making the study possible by making their own figures available to NARDA. We believe it to be an accurate analysis of dealer business costs for what is probably an "above average" group, compared to the country's dealers as a whole. These NARDA dealers, for instance, reported only a 2 percent drop in sales for 1951 over 1950, against a decline of 11 percent for all U.S. dealers. Yet the

survey reports that these same NARDA dealers were down 39 percent in dollar profits, thus eliciting the comment that "real woe may have been the lot of the 'average' appliance-radio dealer last year." A miracle of understatement.

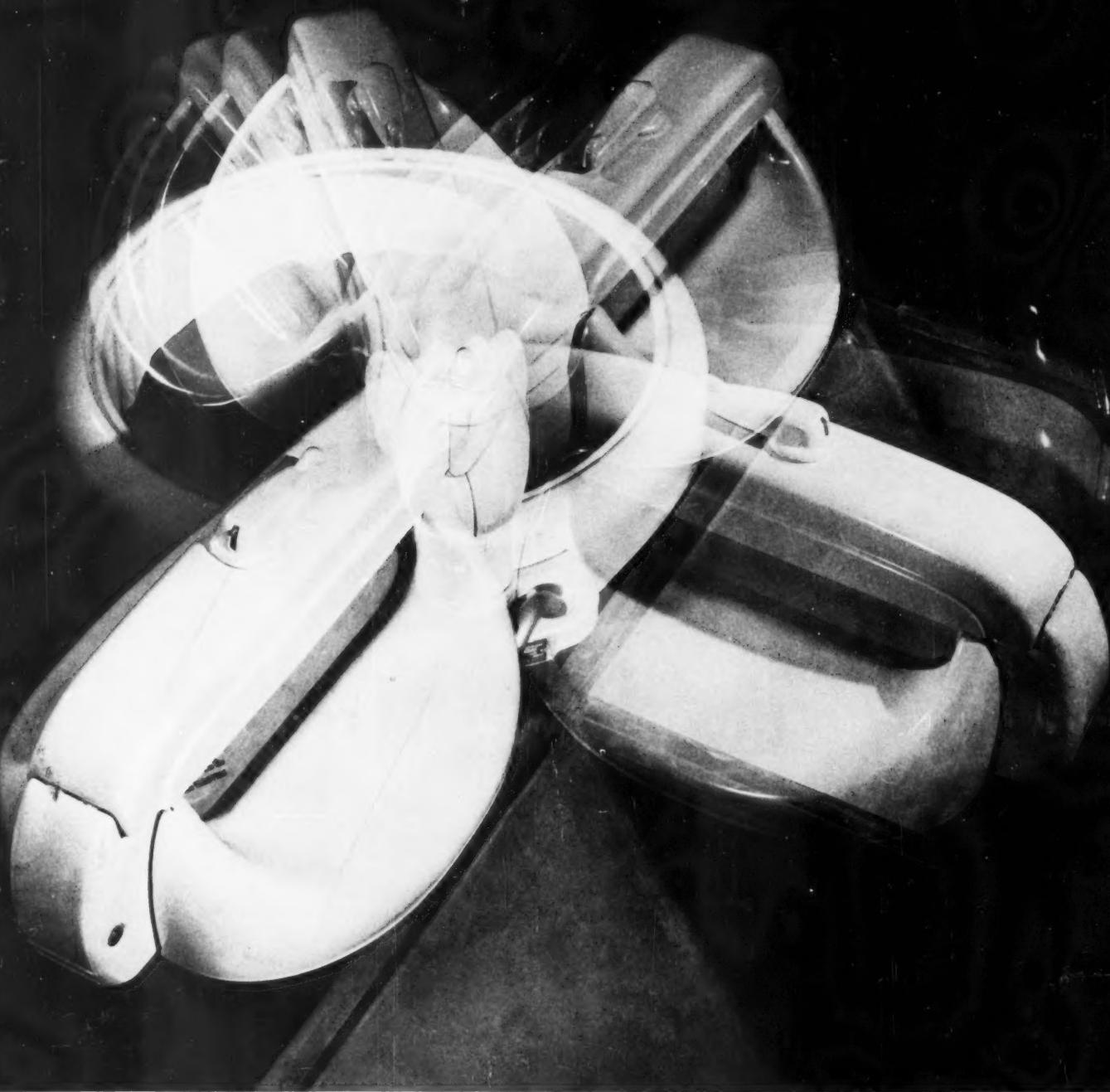
At any rate, the national picture shows cost of goods sold at 68.8 per cent (66.1 in 1946); gross margin at 31.2 (33.9 in 1946); total operating costs at 28.3 percent (25.4 in 1946) and net operating profit at 2.9 percent (8.5 in 1946). These figures include revenue from service in net sales and the cost of service parts and supplies in the cost of goods sold. Excluding service, the cost of goods sold for merchandise alone amounted to 70.3 percent, the gross margin on merchandise alone 29.7 percent. Compare that last figure with the operating cost figure of 28.3 percent and you'll see what we mean by the hairline that divides profit and loss.

Dealers responding to the survey were unanimous in their opinion that price-cutting was the "No. 1 offender in the 1951 nightmare." Excessive trade-in allowances, which, in essence, is merely another form of price-cutting, was next in line. But these two drew more mentions than all others combined. In order these were shortage of salesmen, insufficient discounts, consumer sales resistance, overstocking, Reg. W (now knocked out), high installation and service costs, difficulty of disposing of trades and fake advertising. This year, dealers said, price-cutting will again be the No. 1 problem, followed by poor demand and excessive trade-in allowances.

It all seems to add up. Price cutting, in one form or another, or by one group or another, is ruining the industry and ruining the dealers who are the backbone of that industry. They are not alone to blame and the sooner industry leaders work together to get the business back on a clean, list-price plane, the better for all concerned.

Lawrence Avey

EDITOR



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